

The Alaska Community Foundation
Request for Proposal for Pick.Click.Give. Marketing Agency
June 5, 2017

**Pick.Click.Give. Request for Proposal
For
PFD Charitable Contributions Program (Pick.Click.Give.)
2017-2018 Cycle**

Submissions are due no later than July 7, 2017

To

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Introduction

1. General information

Pick.Click.Give. (PCG), a program of The Alaska Community Foundation (ACF), is seeking a vendor to support and enhance the PCG brand and statewide marketing campaign. The selected firm will develop and produce branding tools including: graphics, infographics, animated graphics; produce and manage campaign media including radio, television, and digital; analyze campaign success data including SEM and web analytics.

This RFP is not a guarantee of work. The vendor will be selected based on overall proposal quality, ability to leverage budget to maximize statewide campaign coverage, and innovative approach to marketing the PCG brand. In response to daily campaign updates, services are often needed within a short turn-around time, so a robust production team is critical. The selected vendor is expected to display innovative problem solving skills in order to meet the changing needs of our campaign on-time and within budget.

2. Terms of Engagement

Contract will be a one-year term, with an option to renew for two additional terms. Each year shall be subject to the annual review and recommendation of ACF's leadership.

Organizational Background

1. Description of ACF

ACF is a 501(c)(3) community foundation established in 1995. ACF's mission is "Inspiring the spirit of giving and connecting people, organizations, and causes to strengthen Alaska's communities now and forever." ACF is governed by a fifteen (15) member Board of Directors comprised of local community leaders who serve in the public interest. ACF employs fourteen (14) full-time staff at one location and nine (9) part-time staff located in Affiliate communities across the state. Pick.Click.Give. is a program of The Alaska Community Foundation and supported by Rasmuson Foundation.

2. Description of Pick.Click.Give. Campaign History

Pick.Click.Give. was introduced as the PFD Charitable Contributions Program in 2009 by the Alaska State Legislature. The program was a shared initiative between Rasmuson Foundation, The Foraker Group, United Way of Anchorage, and the State of Alaska. The Alaska Community Foundation took stewardship of the program in 2015 by hiring a full-time ACF staff member to run the program. Pick.Click.Give. remains a partnership between the founding organizations and ACF. Since its inception in 2009, Pick.Click.Give. has channeled nearly \$20,000,000 in charitable donations to 975 nonprofits across the state. The purpose of Pick.Click.Give. is to grow philanthropy in Alaska by providing a vehicle to *connect people who care with causes that matter.*

The PCG program has gone through several versions of a 'positive emotion' marketing as well as a shift in the eligibility requirements for participating nonprofits. Pick.Click.Give. was created by the Alaska State



Legislature in 2008 allowing Alaskans filing for their PFD online to donate all or part of it to the campuses of the University of Alaska, community foundations, and eligible charitable and educational organizations. After a three-year pilot project PCG became a permanent part of the PFD program. The purpose of the program is to increase individual charitable giving overall, along with increasing the number of new donors to nonprofit organizations.

In 2014, HB 75 was passed by the Alaska Legislature. The amendment contained three primary items. Eligibility requirements changed to require an audit only from nonprofits whose annual budget exceeded \$500,000 during the fiscal year in question. This change allowed a greater number of mid-sized nonprofits to apply for the program. In 2013 the program accepted 472 eligible nonprofits; by 2016 that number had risen to 638.

HB 75 also created a 7% coordination fee to be withheld by the PFD Division from all PCG distributions. This 7% fee is then reallocated to the Alaska Community Foundation as a sustainable revenue source to fund the PCG administrative and marketing costs.

This fee is necessary in the interest of creating a sustainable PCG program and comes with additional opportunities to educate the public on the benefits of sustainable revenue streams.

3. Pick.Click.Give. Branding Background

Legislative measures have not been the only alterations to the PCG program. Pick.Click.Give. has undergone three distinct marketing campaigns since its inception in 2008.

a. Marble Jar Campaign

First was the ‘marble jar’ campaign, which used the simile of statewide philanthropy being like a jar of marbles - each marble contributed to filling the jar, just as each contribution contributed to significant financial impact in the philanthropic sector.

b. LovAlaska Campaign

From there Pick.Click.Give. launched the LovAlaska initiative, an effort to embrace State pride along with pop nomenclature and create a vehicle for Alaskans to share their stories in conjunction with the PCG campaign. While LovAlaska was successful in its own right, the dual branding was eventually deemed confusing and a distraction from the action-oriented ‘Pick.Click.Give’ branding.

c. Join the Movement Campaign

Most recently, PCG used the ‘Join the Movement’ campaign, the creative of which appealed to Alaskans’ sense of solidarity and pioneering spirit. This campaign urged donors to ‘join the movement’ by investing in the change they wanted to see in their home state. This initiative was met with a similar response to the LovAlaska branding; though popular, it lacked the call-to-action needed to transform initial contact into a charitable gift.



Both the 'LovAlaska' and 'Join the Movement' campaigns were intended to bolster nonprofit-donor engagement by featuring real-life success stories from PCG nonprofits as part of the campaign messaging. Due to implementation difficulties, however, this storytelling element has yet to be fully realized as an component of PCG branding.

d. Moving Forward

Due to past legislative and branding modifications, future Pick.Click.Give. initiatives will need to focus on user education and calls-to-action. According to a survey done by Alaska Survey Research in March 2017, 84.5% of Alaskans have heard of PCG, though we know from our data that only 5% of Alaskans choose to use the program on a year-to-year basis. Future campaigns need to address the benefits PCG has for both donors and nonprofits as well as providing clear instruction on how to use the program.



Nature of Services Required

1. Project Overview

Pick.Click.Give. requires a vendor who can bring overarching management to the campaign while remaining attentive to detail and nuance. There are two primary functions that PCG must serve:

- Provide tools and education for nonprofits to effectively engage new and returning donors
- Maintain education and support services for the statewide community to engage in PCG

The selected vendor will have a primary role in providing creative that supports these two functions. Vendor's role will be to handle media production as well as all media buys, placements, and analytics for the 2017-2018 PCG campaign cycle. The intent of the 2017-2018 campaign is to increase our educational efforts and empower nonprofits to capitalize on 'positive emotional' outreach. Materials produced for nonprofits should allow them to cultivate appropriate 'positive emotion' messaging which to directly engage their donors.

The campaign cycle runs from January 1- March 31, though the first wave of promotion will begin in December. This four month period (December-March) will require active audience engagement. Pick.Click.Give. will engage in minor engagement initiatives in the months leading up to December, which the selected firm may be asked to support.

2. Project Goals

The purpose of PCG is to increase philanthropy in Alaska through increased pledges and repeat donors, in addition to heightening Alaskans' awareness of philanthropy statewide. This project has 3 primary goals and a number of subsidiary initiatives:

- Increase average percentage of donors from 5% to 10% in the next three years.
- Increase Alaskans' awareness of general philanthropy- even if this awareness does not directly influence PCG-giving, the goal is to reinforce the idea of philanthropic giving in the minds of Alaskans.
- Increase donor retention & continued giving- we want to focus on the importance of re-occurring philanthropy. After initial gift, new donors should be transformed to reoccurring donors.

Please address how you would support each of the following initiatives:

- Provide nonprofits with materials that better assists them in engaging new donors or converting current donors to long-term contributors
- Engage primary contributors while expanding reach to youth and rural communities
- New branding that transitions from an emotional appeal to more of an educational appeal
- Cultivate relationships with media companies to most effectively use paid-media dollars
- Deliver at least two low-cost grassroots campaign ideas to promote PCG statewide
- Phase out Lovalaska branding
- Increase public awareness of PCG as a program of The Alaska Community Foundation



- Promote better understanding of the PCG structure and 7% fee including:
 - How Pick.Click.Give. benefits nonprofits
 - How Pick.Click.Give. benefits charitable donors

3. Scope of Work & Deliverables

Please provide a response on how you would manage the scope of work and deliverables outlined below and include any other work streams and or deliverables you would view as critical to the Pick.Click.Give. campaign.

- a. Media placement including but not limited to:
 - Public and commercial radio, including online streaming services
 - Public radio underwriting opportunities
 - Online ads, including YouTube and news sites
 - Television
- b. Content production including but not limited to:
 - Printable and digital graphics
 - Animated infographic re: 7% fee structure
 - Script, graphics and production of
 - TV ads
 - Radio ads
 - Print ads
- c. Strategic campaign management
 - Twice monthly campaign updates including: paid and in-kind media performance, and strategic course-correction suggestions for future campaign success

4. Contract Amount

Annual contract is not exceed \$140,000 to include all services described in Scope of Work & Deliverables section. All costs beyond initial proposed budget must be agreed-upon prior to execution and billing.

5. Timeline

Date	Due	Due
August 18, 2017	Initial content due	
September 1, 2017	Initial graphics due	
October 4, 2017	PCG training begins	
December 1, 2017	PCG media campaign begins	
January 1, 2018	PCG cycle begins	Second wave marketing campaign
February 1, 2018	Third wave marketing campaign	First grassroots initiative
March 1, 2018	Fourth wave marketing campaign	Second grassroots initiative (Rally)
April 1, 2018	Campaign ends	Reporting and Evaluation

All dates subject to change



6. Principal Points of Contact

Primary

Sofia Fouquet –Pick.Click.Give. Program Manager
sfouquet@alaskacf.org, (907) 249-6616

Secondary

Katie St. John- Alaska Community Foundation, Director of Programs & Grants
kstjohn@alaskacf.org, (907) 249-6617

Submitting the RFP

1. Process

Proposals must be received via email by July 7, 2017 at 5pm AKST. Please direct all responses to this RFP and/or questions to Sofia Fouquet. Vendor contract will be awarded no later than July 28.

2. Proposal Requirements

To ensure the chosen firm is aligned with ACF's mission and ideals, applicants should demonstrate their proficiencies in the following areas:

- Strong connection to the Alaska communities and philanthropic giving
- Knowledge of the Pick.Click.Give. program and history
- Familiarity with Alaskan media landscape

3. Criteria for Selection

Proposals should be no more than 10 pages long including the following:

- Scope of work - please include a comprehensive plan detailing your vision for this RFP, including a creative vision and media placement strategy - not to exceed 3 pages
- Cover letter
- Relevant experience
- Proposed marketing campaign timeline
- Estimated Costs
- Biographies of all staff assigned to the campaign, including position within the firm – additional information may be added in addendum

The Foundation is an equal employment employer. The Foundation will not discriminate against any employee or applicant because of ethnicity, religion, age, gender, national origin, physical or mental disability, pregnancy, sexual orientation, marital and/or parental status, or any legally protected status.