



## Lincoln Park Common Good Initiative

### Request for Proposal – Lincoln Park Marketing Campaign

#### **Introduction**

Allegany Franciscan Ministries (Allegany) is seeking an individual or agency to execute and deliver a marketing campaign in the Lincoln Park community for the Common Good Initiative. It is the hope that this campaign utilizes “Guerilla” marketing strategies. This type of marketing strategy is a non-traditional, unconventional, utilizing free or low-cost tactics. This involves high energy, creative marketing focused on a very specific message. Allegany envisions this campaign to inform, engage and empower Lincoln Park residents to access existing (or available) local health, human and educational services.

This RFP contains background information on Allegany, the Common Good Initiative through which the Campaign will be launched, and specific information that must be submitted with the proposal. There are no restrictions on who may submit a proposal; selection will be based on our assessment of the individual or agency experience, and ability to successfully create and implement this campaign.

Proposals must be submitted by 5:00 pm September 8, 2017.

#### **Organization Background**

Allegany Franciscan Ministries is a non-profit Catholic organization whose mission is to serve together in the spirit of the Gospel as a compassionate and transforming, healing presence within our communities. Allegany is guided by this mission and rooted in the tradition and vision of the Franciscan Sisters of Allegany, New York. Allegany provide grants and works with community partners in three regions of Florida: Miami-Dade County, Palm Beach, Martin and St. Lucie Counties, and the Tampa Bay area. Since awarding its first grant in 1998, Allegany has invested more than \$81 million to over 1,400 organizations serving these communities.

In addition to its grant-making and community engagement work, Allegany launched the Common Good Initiative in 2014. This place-based initiative is designed to mobilize communities towards better health and wellness through community engagement, a long-term commitment of resources, and increased collaboration of residents and stakeholders. The initiative works in three Florida communities: Wimauma in Hillsborough County, Lincoln Park in Fort Pierce and Overtown in Miami. For more information about the Common Good Initiative, please visit our website at [www.afmfl.org](http://www.afmfl.org).

In Lincoln Park, the Common Good Initiative utilizes a local advisory group, called the Lincoln Park Council for the Common Good, consisting of community members and stakeholders who work with Allegany’s staff and listen to and learn from the community in order to guide the development, implementation and investments of the initiative. The Allegany board of directors sets overall direction and has the authority to approve community investments.

## **About Lincoln Park**

The Lincoln Park community is a 2 ½ square mile residential area in northwest Fort Pierce. Its population is close to 9,000 and racially made up of 91% African-American, 6% White, 1% Hispanic and 2% other race. Over 56% of residents live below poverty, and on average the median household income is around \$16,000 compared to St. Lucie County's median income of \$42,655. On average, 26% of residents are uninsured (ACS 5YR 2010-2014).

The Lincoln Park community has tremendous cultural assets including being home to *Highway Men* artists and renowned author Zora Neale Hurston. Additionally, Lincoln Park houses "1 of 4" original owner African-American theaters in the Country and is home to one of the Nation's top performing high schools, Lincoln Park Academy. Lincoln Park's roots and historical assets help shape the community readiness and desire for change.

Since Spring 2014, Allegany Franciscan Ministries has been working in and with the Lincoln Park community on the Common Good Initiative. During this time, several community meetings have been held and new partnerships have been established. To date, Allegany Franciscan Ministries has invested close to \$700,000 to support the following priorities and strategies:

**Quality Jobs and Livable Wages: All Lincoln Park residents will have access to quality jobs that earn them livable wages.**

### **Strategies:**

- Strengthen and leverage existing job training resources to align with potential workforce opportunities for Lincoln Park residents.
- Promote small business creation in Lincoln Park community.

**Safe and Healthy Neighborhoods: Lincoln Park residents will live in a safe and healthy community.**

### **Strategies:**

- Facilitate opportunities for neighborhood clean ups.
- Create wellness opportunities for Lincoln Park residents.
- Endorse positive images in the Lincoln Park community.

**Building Community Infrastructure and Capacity: Organizations and individuals in Lincoln Park will have the connections and capacity to achieve their missions and sustain the progress of the Common Good Initiative.**

### **Strategies:**

- Build capacity of a subset of nonprofit organizations
- Inspire and "train" community change agents (individual leaders).

## **Lincoln Park Community Marketing Campaign**

Over the past year, the Lincoln Park Council has met with several organizations, institutions, and stakeholder groups to better understand services and systems that impact the Lincoln Park community. The Council has come to understand that many services are available in and to Lincoln Park residents, but very few residents know about many of these available resources. The services include but are not limited to vocational and career training, employment supports, apprenticeship programs, health care and basic needs supports.

The Council is interested in contracting with an individual or agency to carry out a 6-month marketing Campaign utilizing at minimum the following elements:

- Social media platforms
- Direct marketing (face/face)
- Network building
- Public relations

The individual or agency will be expected to coordinate with Allegany Franciscan Ministries staff to ensure community access, i.e. introductions and connections. It is important that connections are made to garner knowledge of the services offered to the Lincoln Park community as part of the Campaign messaging. To include the following institutions:

- Indian River State College - Vocational Offerings
- CareerSource Research Coast
- St. Lucie County School District Vocational Education
- Florida Department of Health – St. Lucie County
- St. Lucie County Community Services
- City of Fort Pierce

It's anticipated this Campaign will produce the following outcomes:

- Lincoln Park residents will have increased knowledge of services offered in the community
- Lincoln Park residents will increase participation in service offerings
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***Anticipated Budget-*** Allegany anticipates a campaign budget of up to \$75,000 for 6 months.

### **KEY DATES**

Request for Proposals Announced	JULY
Proposals deadline (email submission)	5:00 pm, EST, September 8, 2017
Finalists will be invited for Council presentation	TBD
DECISION ANNOUNCED	NOVEMBER 2017
Contract Period (six months)	November or later



## **Proposal Requirements**

All elements of the proposal must be submitted electronically to [lincolnparkCG@gmail.com](mailto:lincolnparkCG@gmail.com) by 5:00 pm EST September 8, 2017.

1. Executive Summary of Proposal.
2. Agency/ Background Information. Describe the structure, qualifications and experience of your agency and the key personnel who would be involved in executing this Campaign.
3. Experience.
  - a. Provide specific examples of community- based marketing that you have done that was focused on targeted messaging and demographics. What outcomes resulted from the work?
  - b. Provide specific examples of marketing in low-income communities. What outcomes resulted from the work?
4. Evaluation. Please describe the methodology you will employ for this Campaign to determine your success and to track the desired outcomes (i.e., indicators, data tools, data collection, timing).
5. Budget. Describe the total cost. Specifically detail each element of the campaign expense and time required to successfully execute the Campaign.
6. Collateral Supports. Provide collateral materials that would demonstrate your marketing portfolio, including social media video/ links (past/present campaigns).
7. References. Provide a minimum of three client references (include name, title, email address, phone number).

*If you have any questions regarding this RFP, please contact Upendo Shabazz, Regional Vice President- Palm Beach Region at [ushabazz@afmfl.org](mailto:ushabazz@afmfl.org) or 561-802-9013.*