



Request for Proposal
Marketing and Communications Agency
National Society of Black Engineers
July 13, 2017

Summary

The National Society of Black Engineers (NSBE) is seeking to identify a full-service and high performing marketing and communications agency that specializes in the nonprofit sector. The agency experience should include high-level communication and marketing strategy, planning and execution; brand messaging; membership outreach; media relations; graphic design; social media strategy and email marketing. The agency should have the ability to set quantitative goals for each program that can be tracked and measured throughout the year while managing NSBEs strategic goals. The agency should be versed in working in an aggressive environment to have a high impact across many sectors. In short, NSBE is looking for an agency to help drive membership, organizational goals and promote programs that will drive its strategic vision (NSBE 2025) to graduate 10,000 black engineers, annually, by 2025.

Proposal Due Dates

The agency shall submit an electronic version of the proposal in an Adobe Acrobat format to ywatson@nsbe.org no later than 6:00 p.m. (EDT) on **Thursday, August 3, 2017**. No proposals received after this deadline will be considered. Two (2) hard copies of the proposal must be delivered via Federal Express (FedEx) or United Parcel Service (UPS) no later than **Tuesday, August 8, 2017** — within three (3) business days after the deadline for submission of the electronic version — to:

Yvette Watson
Manager, Marketing and Communications
National Society of Black Engineers
205 Daingerfield Road
Alexandra, VA 22314
ywatson@nsbe.org

National Society of Black Engineers (NSBE)

The National Society of Black Engineers (NSBE) is one of the largest student-governed organizations based in the United States. NSBE, founded in 1975, supports and promotes the aspirations of collegiate and pre-collegiate students and technical professionals in engineering and technology. NSBE's mission is "to increase the number of culturally responsible black engineers who excel academically, succeed professionally and positively impact the community." NSBE has more than 500 chapters and more than 16,000 active members in the U.S. and abroad. For more information, visit www.nsbe.org.

Project Scope Guidelines

The National Society of Black Engineers (NSBE) is looking to retain a full-service marketing and communications agency that will manage a variety of projects across departments and achieve the objectives listed below, over a two-year contract term from September 5, 2017 through September 4, 2019.

The successful agency will submit, in detail, a description of its methods, content and implementation strategy for the project scope guidelines below.

- **National Conferences (Events)** – Each March, NSBE holds its annual convention, which attracts nearly 11,000 members, exhibitors, sponsors and guests. The annual event will require development of the brand, marketing strategy, email marketing and graphic design (social media marketing graphics, website graphics, graphics for the convention partnership guide, etc.) for each year. NSBE also hosts the following smaller conferences that may need support.
 - National Leadership Conference (June)
 - Professional Development Conference (September)
 - Six Fall Regional Conferences (October–December)
- **Communications, Marketing and Public Relations Strategy** – NSBE has a variety of campaigns and new programs that will require marketing and communications support. The projects include but are not limited to:
 - Promote a call to action on the “Be 1 of 10K” Campaign
 - Make the #BlackSTEMLikeMe Campaign an overarching Society campaign
 - Launch exploratory programs targeting STEM at schools and churches
 - Increase awareness for the Summer Engineering Experience for Kids (SEEK)
- **Membership Campaign**
 - Develop innovative and exciting membership campaigns to encourage NSBE’s members to renew and retain their memberships and for potential members to join the society.
 - Create focused email messages around joining NSBE.
 - Distribute content driven newsletters to build a rapport with NSBE members.
 - Develop strategies to make membership renewals as seamless as possible.
 - Create video campaigns and testimonials of current members and highlight why being a NSBE member is important.
 - Help grow NSBE Jr. chapters across the country
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- **Social Media Strategy**
 - Build upon NSBE’s current social media strategy and increase NSBE’s social media presence with members, board of corporate affiliates (BCAs) and other stakeholders.
 - Expand online impact through followers, blog posts, responses, connection to other players in the field, etc.
 - Create a robust social media environment that will bring funders to NSBE and enhance the fundraising environment in social media.
- **Additional Project Support**
 - Website updates
 - Graphic development support
 - PowerPoint presentations support

Proposal Requirements

Cover Sheet

- Company name, address, telephone number, contact person, email address, website address and number of offices in the United States.
- Signature of an authorized agent of the agency submitting the proposal.

Agency and Proposal Overview

- Communicate your agency's depth of understanding of the entire scope of this request for proposal.
- Describe how your agency would approach this engagement specific to the major category of the project scope guidelines.
- Provide your agency profile, including its length of time in business, core competencies, values, philosophy and mission.
- Provide an in-depth list of your agency's capabilities and services.
- Describe how your agency differentiates itself from its competitors.
- Provide a list of your agency's staff with a brief bio of the person(s) who would manage the project.
- Describe your agency's practice in starting with a new client. What is your process? How does your agency familiarize itself with tasks and advise clients of your agency's needs and expectations?
- Provide the monthly retainer fee for the proposed services.

Client-related Questions and Requests

- Please provide a current client list, including contact information for two clients with whom you have had a long-term relationship. Please provide details about why these relationships have been successful.
- What is the average term for which a client works with your agency?
- Is there a conflict of interest, with respect to any of your current clients, for your agency to serve as a marketing and communications agency for NSBE?

Industry-related Experience

- Describe the firm's experience working with engineering and in the nonprofit sector.
- Please provide case studies demonstrating your familiarity with the engineering and nonprofit spaces.

Budget-related Questions

- How does your agency bill for service? Is your preferred method a retainer fee or hourly rate?

Contract Duration

The duration of the agreement is for two full years from September 5, 2017 through September 4, 2019.

Timeline for Proposal

July 13-17, 2017:	Request for Proposal Announced
August 3, 2017:	Proposals Due
August 10, 2017:	Round 1 Notification to Agencies
August 21-25, 2017:	Round 2 Presentations from Agencies
August 30, 2017:	Final Notification and Decision Announced
September 5, 2017:	Kickoff Meeting and Start for Agency

All responses should be no longer than 10 pages, with Calibri font and no smaller than 12 points.