

FREQUENTLY ASKED QUESTIONS

March 2021

Request for Proposals (RFP) – COMMUNICATIONS AND PUBLIC RELATIONS

- 1. Have you worked with communications agencies in the past, and if so, what worked well and what were the challenges in your previous partnerships?** Deaconess Foundation has consulted with communications agencies in the past. Our partners have been pivotal in helping to expand brand recognition and reinforce Deaconess' identity. We seek to continue to build upon that formative work to promote philanthropic and advocacy efforts to advance child well-being through racial equity and public policy. Deaconess periodically revisits professional support partnerships as a best practice.
- 2. Will the scope of desired public relations be limited to local and statewide efforts or will it include regional and/or national efforts?** The scope of desired public relations will include local, statewide, regional and periodically, national efforts.
- 3. Our firm is headquartered in another state, though we work seamlessly with many clients in the U.S. and around the world. Is there a preference for a firm with an office in the St. Louis area?** It is critical for the agency/firm to understand the local and regional landscape and physical proximity is likely advantageous. Yet, irrespective of location, Deaconess will select a partner based upon the: (1) Qualification and experience of the respondent's organization and staff; (2) Understanding of the work to be performed and scope of services available; (3) Knowledge of best practices, latest standards and innovative solutions; (4) Firm's alignment with Deaconess mission, vision and values, including racial equity; (5) Individualized service approach, and (6) Effective financial stewardship related to Fees. In contracting for professional services Deaconess has partnered with organizations located in St. Louis and others with no physical office in St. Louis.
- 4. Are the target audiences listed in the RFP in order of priority? If not, how would you rank the key audiences for this effort?** The target audiences listed in the RFP are not listed in order of priority. The key audiences will vary based on the strategic goals and individual campaign.
- 5. Will social media execution (daily posting/community management) be handled internally or are you looking for your partner to manage that?** The agency/firm will be expected to develop, in consultation with Deaconess Foundation, an overall social media strategy for Deaconess' staff to execute on a day-to-day basis. For specific and targeted campaigns, the agency/firm will lead the execution of the social media strategy.
- 6. Can you provide some more detail into the possible needs/scope for graphic design, photography, and videography services?** The agency/firm will be expected to lead the design of visual assets to complement the communications strategy and campaigns such as infographics, short shareable videos, event photography, etc.
- 7. Are there peers or other organizations whose communications and public relations efforts you admire?** Efforts with multimodal interaction among traditional and more modern mediums that are easily shareable across social media platforms are admirable.
- 8. Will you be contacting references as part of your initial review?** References will be contacted for those invited to present.
- 9. Following the Notification of Acceptance, what is the effective date of client/agency engagement (contract activation)?** The intended effective date of agency/client engagement is May 10, 2021.

10. **Would you be able to provide any guidance on the budget for this engagement; what has been the Foundation's most recent annual communications budget?** This scope of work is more expansive than we have done in the past, and therefore we do not have a like comparison.