



MENTOR

INDEPENDENCE
REGION

RFP For Social Media/Digital Communications

Summary

MENTOR Independence Region (MENTOR IR) is in search of a vendor to serve as a social media/digital specialist to help build, and maintain an active and engaged following across the organization's social and digital media channels. To be successful in this role, the contractor should have experience with digital marketing, public relations and digital publishing, specifically generating engagement, traffic, and leads for paid and organic growth.

Introduction

[MENTOR Independence Region](#) (MENTOR IR), powered by Big Brothers Big Sisters Independence (BBBSI), is committed to quality mentoring in the Greater Philadelphia/Southern New Jersey region. MENTOR IR works directly with mentoring programs and mentors using research and evidence-based practices that have been shown to increase the likelihood of positive outcomes for youth. MENTOR IR offers training, technical assistance, quality mentoring assessment system, tools, templates, advocacy, a mentor connector, strategy, partnership, and workshops to ensure better outcomes for mentees.

The organization primarily serves other nonprofit organizations, but would like to expand its offerings to more corporate clients as well. We work with formal mentoring programs, youth development organizations, educational institutions, workforce development programs, and corporations to support the implementation and growth of their mentoring strategies.

As MENTOR IR seeks to increase awareness of its offerings, expertise and events, a strong social media presence is an essential part of the organization's marketing strategy.

The following is the Scope of Work and basic requirements of social/digital media campaigns:

Scope of Work

Execute an ongoing digital content and engagement strategy for MENTOR IR that accomplishes three goals:

1. Increase brand awareness

2. Drive traffic to the website
3. Engage with target audiences including school and district administrators; corporate social responsibility executives; and leaders at mentoring nonprofits in the Delaware Valley and Eastern Pennsylvania.

Ongoing activities include:

- Create content calendars across all social media platforms
- Prioritize content distribution and engagement accordingly: LinkedIn (1), Instagram (2), Facebook (3), X (optional)
- Develop and schedule weekly content, including
 - Promoting MENTOR IR events and activities
 - Highlighting organizational partners
 - Highlighting monthly mentoring themes
 - Sourcing and sharing relevant articles, blogs, posts, etc.
 - Writing and publishing monthly blog posts that inform our partners about our initiatives, activities, and mentoring related news
 - Creating image-based and video content for social media
- Engage as MENTOR IR with our partners' social channels and LinkedIn discussion groups by liking, commenting, and sharing
- Monitor social engagement, provide responses, and report on key metrics
- Oversee the development and distribution of a regular monthly electronic newsletter through Campaign Monitor
- Develop a regular report to track campaign performance against KPIs, per below:
 - Measurement of:
 - Baseline Data at inception of account
 - Monthly increases in number and percentage
 - Overall increases in number and percentage
 - For the following:
 - Follower and Subscriber Growth - LinkedIn, Facebook, Instagram, and Email Newsletter
 - Content Engagement Rate - Likes, Shares, Email Opens, Clicks
 - Page, Site, and Account Impressions
 - Event page views and Sign Ups
 - Video Views
 - Execution of self-designed ideas and campaigns

Additional Skills Considered

- Content writing capabilities as demonstrated in a portfolio, blog, or published platform
- Experience with email marketing platforms such as Campaign Monitor
- Paid social media budget management
- Graphic design, art direction, video production, and/or other digital content creation experience
- Proficiency in graphics and template-making platforms and software such as Canva

Response Requirements

- 1) Description of your company/expertise and why it is uniquely qualified to provide the aforementioned services
- 2) Two case studies/examples of “business to business” growth and/or engagement successes using LinkedIn
- 3) One case study of relevant work with another client
- 4) Project Approach
- 5) Scope of Work
- 6) Three References

Budget and Term

Term will be July 2024 through February 2025

- Organic social media strategy and execution: \$14,100
- Paid social media budget: \$6,000

Timetable

- All responses to be submitted by Thursday June 14, 2024
- Response to selected contractors by Tuesday July 9, 2024
- Work to begin by Tuesday Wednesday July 17, 2024

RFP Contact

Please submit questions and proposals to Abigail Ellis, Executive Director, MENTOR IR at aellis@mentorir.org

Diversity, Equity, and Inclusion Statement

We value diversity — in backgrounds and in experiences. We need people from all backgrounds and swaths of life to help build the future. The Lillo team is empathetic, caring, and supportive. We are deliberate and self-reflective about the kind of business, community, and culture that we are building - seeking partners who are not only strong in their own aptitudes but care deeply about supporting mutual growth.

About MENTOR Independence Region

We are committed to building quality mentoring in the Independence Region. Since our inception in 2015, we have supported 943 organizations directly and trained more than 6500 people on the leading evidence and innovations in mentoring. These efforts have helped to build the quality of mentoring in the region, scaling best practices to reach 321,700 young people! MENTOR IR was launched in March 2015 to expand the mentoring field's regional capacity to reach more school-aged children with caring, committed adult mentors, using best practices,

training and professional support to achieve lifelong positive educational and behavioral outcomes for youth. To maximize the quality of programs and the likelihood of positive outcomes for children and youth, MENTOR IR aims to increase the use of research and evidence-based best practices in the mentoring field to improve quality in mentoring programs and equip mentors with the skills they need to facilitate the empowerment of their mentees.