

REQUEST FOR PROPOSALS (RFP) – Public Affairs/Advocacy Campaign

Executive Summary

The Douglas County Chamber (DCC) is seeking proposals from qualified agencies to perform a Public Affairs / Advocacy campaign in support of the successful passage of the 2022 Special Local Option Sales Tax (SPLOST) Referendum. The SPLOST Referendum will be on the General Election Ballot that will take place on November 8, 2022.

The agency selected will create strategy which could include written content using data gathered from performing polling of Douglasville and Douglas County citizens. This includes but is not limited to the creation of material that could be utilized by the DCC or community partners. The agency will also make a formal oral presentation of their findings to the Chamber Board of Directors upon completion of the polling which will include a recommended Public Affairs / Advocacy strategy.

The intent of the DCC is for this to be an 6-8-week project with final deliverables the week of September 30th with monitoring and progress updates to occur until election day on November 8th.

Deliverables required:

- Polling of Douglasville and Douglas County citizens and utilize data for strategy
- Content analysis: gain insights into how current content from the organization that is shared and received within business community at large as well as Chamber Members & Investors.
- Identify Key Audiences: What are the communication preferences of the identified audiences.
- Recommendations for the following:
 - Strategy to be adopted by Douglasville/Douglas County
 - Potential SPLOST content to be added to DCC channels and partners
- Framework for strategy to include:
 - Timeline for implementation
 - Budget for items recommended.
 - Tools to measure impact/success
 - Resources necessary to implement new strategy.
 - Agency
 - DCC
 - Community Partners
 - Douglas County and City of Douglasville

Key Dates:

- Full proposals must be received by 12pm. (Noon), Friday, August 5, 2022 via email to Sara Ray at ray@douglascountygeorgia.com
- Decision Notification by 5pm, Friday, August 12, 2022
- Initial Meeting: Week of August 15, 2022
- Presentation of Polling: Week of September 1, 2022
- Deliverables for implementation by: Week of September 30, 2022
- Weekly Status Meetings Leading up to election vote

Additional Consideration

Proposals may reflect an in-kind offering of up to \$10,000. This will be used towards a membership in the DCC Cornerstone Investor program. Chairman's Circle membership for one/two years (\$5,000/yr.) or Visionary Partner membership for one year (\$10,000/yr.), starting in September).

The DCC Cornerstone Membership is the highest level of membership within the Douglas County Chamber. The selected agency will have one representative for their agency to enjoy the benefits in this and build relationships at the most exclusive level.

Include the following items in response to RFP:

- Proposed cost to deliver the items above within the allotted timeframe. If the timeframe is not feasible, please provide an explanation of why and an alternative timeline to be considered. Be sure to include any additional expenses or fees for services in the response.
- Three (3) letters of recommendation and contact information for each
- A sample of current work
- Copy of Business License and W-9
- Agency Background
- Agency team members who will support this engagement (Example: Project Manager, Content Writer, Strategy)

Contact:

Douglas County Chamber

Sara Ray

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