



Ronald McDonald
House Charities®
Alberta

Creative Agency Request for Proposal:

Project Name or Description: Creative partner for signature events and mission marketing

Company Name: Ronald McDonald House Charities® Alberta

Address: 7726 107 Street

Edmonton, Alberta, T6E 4K3

Procurement Contact Person: Suzanne Pescod

Telephone Number of PCP: 780-439-5437 ext. 249

Email Address of PCP: suzanne@rmhcna.org

1. Background/Introduction

RMHC Alberta has recently gone through an amalgamation process – joining together the previous RMHC Chapters of Southern & Central Alberta with Northern Alberta to create RMHC Alberta. Our organization spans the province providing accommodation for more than 1200 families annually who need to travel to Edmonton, Calgary, Red Deer or soon to be Medicine Hat for vital medical services. In coming together we have been working to update all of our materials and align our internal and external brand to our stakeholders – especially in our 14 provincial signature events. With work beginning in 2019, we would like all of our 2020 events to be aligned in tone, look, and feel with the vision of putting our mission at the forefront.

A big shift in our work has happened through the new direction of the marketing/communications department. We used to work with internal graphic designers but have changed the department to outsource more of this work and are looking to create a consistent feel and relationship with a creative partner.

Since the first Houses were built in Alberta in 1985, we have supported tens of thousands of families. Every year thousands will stay at one of Alberta's Ronald McDonald Houses. These stays can be a couple of nights or last for weeks or months at a time.

Each Ronald McDonald House® has family suites for families to rest. The Houses have open kitchens where a family can sit down and share a homemade meal together alongside other families going through similar experiences. The sense of community enables families to rely on one another when they need it most.

A Ronald McDonald House will save a family hundreds to thousands of dollars on accommodation, transportation, meals, laundry and much more. Having a Ronald McDonald House close to the hospital is an important part of family-centred care.



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Our materials and creative elements are geared to a variety of stakeholders including donors, families, the medical community and the RMHC community. We work with national and international RMHC representatives on campaigns throughout the year including McHappy Day®, Thank You Card campaign, and more.

2. Project Goals and Scope of Services

The goals of this partnership is to work with an agency with the capacity to bring our event materials together so that we are presenting the same feeling at each event – while also cutting down on costs because we are able to reuse or reprint materials without starting from scratch. Elements of these events include aligning sponsorship packages, event signage, mission-focused décor, social media templates, email templates, advertising templates and more.

Additional projects will include supporting our ongoing mission marketing initiatives and our 35 year anniversaries for both the Edmonton and Calgary Houses.

Additional creative materials might be required as we seek to launch or enhance products/services and require materials to engage stakeholders or increase support.

RMHC Alberta is part of a national and international network and we have clear branding guidelines which would be supplied to the vendor. This will ensure a good understanding of the direction of our identity as one of our internal marketing goals' is to be one of the best chapters representing the RMHC brand in our materials and our events.

3. Anticipated Selection Schedule

Date	Action
October 24th	RFP distributed to agencies through various channels.
October 25 th – November 15th	Opportunity for vendors to ask questions about the RFP.
November 15th	Final date for submissions for RFP's
November 18 th -22nd	Selection process for top three RFP responses and meet with those vendors.
November 25th	Selected Vendor notified.

4. Time and Place of Submission of Proposals

All submissions must be submitted either in hard copy or by email to Suzanne@rmhcna.org by 3:00pm on November 15th.

Hard copy submissions can be dropped off or mailed to:



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RMHC Alberta
Attention Suzanne Pescod
7726 107 Street
Edmonton, Alberta
T6E 4K3

5. Timeline

Our organization would like to begin working with the successful vendor immediately beginning December 2019. This work will support our plan for our 2020 events as well as any additional mission marketing or anniversary marketing pieces that need to be created. Our first signature event takes place at the end of January 2020 in Red Deer, with a second signature event in February 2020. There is a high likelihood that the vendor will also play a role in the grand opening of our new House in Medicine Hat in Jan/Feb 2020.

We envision that this partnership will begin in December 2019 and end December 2020 with the possibility of two one-year extensions to the agreement should all parties be satisfied with the outcomes of the previous year (2019-2020)

6. Elements of Proposal

Create a cohesive event toolkit that inspires participants at several types of events but puts the RMHC mission first – and works within the RMHC Global brand guidelines (palette, fonts, messaging). Our events include everything from runs to galas and even clay shooting events. Materials that are typically included or needed are;

- Sponsorship Packages
- Sponsor Signage
- Mission Signage
- Event programs and table toppers
- Raffle Tickets
- Pledge pieces
- Thank you elements
- Certificates
- Promotional elements
- Invitations

Additional materials throughout the year may include campaign specific materials, development materials like Direct Mail, social media graphics, and special proposals for donation or major giving requests.

7. Evaluation Criteria

Evaluation of vendor submission will include:



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- Examination of past work and success within the non-profit or similar industries.
- Technical skills and ability of the agency application (will the work be done in-house or will it be sub-contracted).
- Cost – will the vendor work within our budget to meet required needs. (Printing is not included in the budget for materials, but relationships or capacity to decrease our printing costs would have a positive impact on a submission).
- Ability to meet timelines.
- Examples of previous work to bring a brand to life through a variety of platforms (print, digital, event).
- Accessibility of the vendor.
- How our mission and work inspires or relates to the vendor.

8. Possible Roadblocks

We have a limited budget/resources as we are a non-profit organization and would seek expertise from the vendor on how to reduce costs not only on these projects and in our partnership but also in other areas like printing and advertising.

We have a new website that has just launched (mid-to end of September) and with that, we may experience some hiccups and adjustments that may affect marketing efforts related to our website. Our social media platforms are also still in the process of integrating in to one chapter and we have to work with RMHC Global on some of the Facebook pages for name changes etc. which may also affect marketing efforts.

Historically, all of our events have been managed and organized by individual members of the team so many of the events are very individual in nature with themes and feelings that did not align with the mission. The goal is to align all of these individual event visions into one strong brand identity. While several staff members are involved with our events, there will only be one contact person from RMHC Alberta with the vendor to eliminate any confusion unless additional contacts are needed for specific pieces.

9. Budget

Our budget will not exceed \$15,000 as the work we are looking for is mainly in design, some copy, and some marketing advice/experience.

A breakdown of costs in the RFP submission would be helpful as successful or potentially successful candidates might be able to showcase alternative ways to approach our budget/needs. RMHC Alberta might deem a candidate successful but have questions about the costs and this would allow us to come to a better understanding of the vendor and not unnecessarily eliminate them from the contest solely due to budget. All submissions will be kept confidential.



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Submissions that show charitable pricing, reduction or efficiencies in cost, and opportunities for creative sponsorship will be heavily favoured.