

Description: Social Media Awareness and Prevention Campaign

The South Carolina Coalition Against Domestic Violence and Sexual Assault (hereafter referred to as “SCCADVASA”) is the statewide coalition of 22 organizations providing direct services to victims and survivors of domestic and sexual violence. Our vision is of a South Carolina free from domestic violence and sexual assault and we work towards this from our foundational values of humility, leadership, credibility and collaboration.

This campaign is an opportunity to highlight the work of youth organizers from across the state who will create/have created unique artwork promoting healthy masculinity, healthy relationships and teen dating violence prevention. A successful campaign will assist the Coalition in advertising the youth art competition and incorporating the winning artwork into an awareness and prevention campaign that will utilize social media and other marketing avenues.

The total budget available for this campaign is \$4,000. Target audiences are youth and young adults.

Current Social Media Ecosystem

- SCCADVASA currently utilizes Facebook, Twitter and Instagram on a regular basis. We also have a YouTube channel available, and have utilized Snapchat as part of a previous campaign.
- Award-winning #REALationships campaign (launched 2019)

Project Goals

- Creation and implementation of a multi-platform social media campaign that elevates youth voices by incorporating winning artwork from a youth art campaign.
- Dissemination of campaign to include SCCADVASA, member organizations, and potential partners in the community to create awareness and understanding of health masculinity.
- Maximizing and streamlining violence prevention efforts across the state.
- Creating awareness and establishing greater understanding of the work and resources of SCCADVASA to change the narrative on dating violence.

Bidder Qualifications

- A prior history of performing similar work for a variety of clients
- A description of the bidder’s agency
- Examples of campaigns produced for past and current clients, including results and testimonials
- A list of employees and their titles who will be working on the project
- Clear description of tactics to accomplish goals and metrics that will be utilized to measure the success of the campaign.
- Expectations for SCCADVASA staff involvement in development and implementation of project

Timeline

- Responses due by 5pm (ET) on October 30th, 2020
- Selection & notification by 5pm on November 6th, 2020
- Initial drafts due by 5pm on December 4th, 2020
- Campaign launch by January 1st, 2020. Project billing period ends February 28th, 2021 but campaign deployment may extend beyond this date.

Details

- Delivery Point: Statewide; remote work
- Submit Offer By: 10/30/2020 by 5pm EST
- Purchasing Entity: South Carolina Coalition Against Domestic Violence and Sexual Assault
- Buyer: Sara Barber, SCCADVASA. All queries and submissions to be emailed to Peggy Chavis, pchavis@sccadvasa.org, 803-256-2900

Frequently Asked Questions: Social Media Awareness and Prevention Campaign RFP

Responses to questions received regarding RFP for social media campaign. This document will be updated as new questions are received and made available online and via email to all respondents.

1. Where do I submit my bid?

Submissions for the RFP Website Design should be sent to Peggy Chavis at pchavis@sccadvasa.org

2. Will there be a separate media budget to support the campaign? We understand the RFP to be for the development of a social media campaign (strategy, campaign design and development, and execution) that will be supported by a paid advertising budget. Please let me know if our understanding is correct.

This is a grant supported project and the budget listed is inclusive of the campaign development and advertising budget.

3. Does this budget include any dollars intended for paid social media advertising, or is the budget for staff time with a separate budget for social media advertising buys?

This budget is inclusive of paid social media advertising.

4. Is there any state policy/guidance regarding advertising this sensitive topic to minors that vendors should be aware of?

No. We wish to reach and influence young people, specifically males about attitudes and behaviors towards relationships that prevent sexual violence. This means speaking in honest ways that respect the intelligence of and are resonant with the experiences of young people.