



ARMOUR HILLS HOMES ASSOCIATION **BOARD**

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REQUEST FOR PROPOSAL

2017

COMMUNICATIONS MANAGER

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SECTION 1 - Client Information

Program Intent

The Armour Hills Homes Association (AHHA) is seeking a professional(s) to provide a comprehensive Social Media and Communications Program including both traditional and digital media, integrating the existing services of printed newsletters, email notices, website, and social media sites with new and innovative outreach strategies. The sole purpose of this program is to communicate with the homeowners and residents of the Armour Hills neighborhood and provide multiple access points to information regarding events, activities, services, and volunteer engagement. A key goal of this service is to maintain and expand the database of contact information for Association members and residents for the purpose of community engagement and generating timely notifications for both routine announcements and high-priority safety messages.

Technology Environment

The Consultant will provide recommendations to the Board of Directors (Board) in regard to software platforms, technologies, and strategies to maintain an efficient, integrated communications and social media program. This program should include, but is not limited to, a user-friendly and visually attractive website; the ability to generate attractive, well-written newsletters and other mailings*; a compelling and dynamic email platform and delivery protocol; and the maintenance and improvement of the Armour Hills social media presence, including Facebook. Email communications will continue to be a part of the program; however, the introduction of SMS messaging and other notification services may be evaluated as added features.

**Printed newsletter production may be executed separately from this contract. Consultants who wish to exclude that portion of work should specifically note the exclusion in their response to the RFP.*

SECTION 2 - Statement of Work

Purpose

The purpose of the Request for Proposal (RFP) process is to identify qualified consultants and seek proposals for the management of a Social Media and Communications Program (referred to as the "Program") for the Armour Hills Homes Association. This document contains a statement of work, description of business requirements, and the selection process outlined by the Board.

Scope

The AHHA communicates with homeowners and residents year-round through the following existing channels:

- Quarterly Clarion newsletters (currently standardized on the InDesign platform)
- Event-based Clarionette announcement flyers (not currently standardized)
- Email notifications (currently using the MailChimp platform)
 - Bi-monthly emails that include general information and event/meeting reminders
 - Time-sensitive messages that include topics such as security concerns and lost pets
- Informational, integrated Facebook postings

The following events are held each year and are both announced and reported on through the various methods listed above:

- Spring Garage Sale
- Fourth of July parade
- Ice Cream Social
- Movie Night (in the park)
- Annual Meeting
- Other events as developed by the Board

The Consultant will oversee content development for incorporation into each layer of the Program to reach homeowners through multiple channels. The Consultant will report directly to the Communications Chair of the Board and indirectly to the Board in general. To ensure a consistent voice and appropriate content, material will be reviewed and approved prior to inclusion or publication through a neighborhood communication channel. Content categories will include at least the following areas:

- Integrate content from select third party sources, including the City of Kansas City, KC Parks & Recreation, Kansas City Public and Mid-Continent Library Systems, Kansas City Public Schools and other, similar, non-profit sources as identified by the Association or the Consultant
- Announce events with direct impact on the Armour Hills neighborhood, including events coordinated by Everenergy, Brookside Business Association, and the Country Club Plaza (examples include races, art events, and shredding events)
- Organize, format, and edit content received from board members and designated "reporters" from the neighborhood.

Project Schedule

This schedule is subject to change.

Project Milestones	Deadline
RFP Delivered to Consultants	February 24, 2017
RFP Question Period Ends	March 10, 2017
RFP Close Date	March 17, 2017
Award Contract to Consultant	March 24, 2017

SECTION 3 - Proposal Submission Procedure

Consultant RFP Reception

By responding to this RFP, the consultant agrees to be responsible for fully understanding the requirements and other details of the RFP and will ask any questions necessary to ensure such understanding is gained. AHHA retains the right to disqualify consultants who do not demonstrate a clear understanding of our needs and the goal of this process. Furthermore, the right to disqualify a consultant extends past the contract award period and AHHA will be at no fault, cost, or liability.

Good Faith Statement

All information provided by AHHA is offered in good faith. Specific items are subject to change at any time based on business circumstances and member needs. AHHA does not guarantee that any particular item is without error and will not be held responsible or liable for use of this information or for any claims asserted therefrom.

Communication & Proposal Submission Guidelines

Communications shall not be effective, unless a specified Board member responsible for managing the RFP process formally confirms these communications in writing. In no case, shall verbal communication govern over written communications. For the purposes of this RFP, email will be considered a form of written communication.

Questions related to this RFP and consultant proposals must be received by 12:00 PM, March 10, 2017, and can be directed to:

Name: Tiffany Moore
Contact Phone: 816-695-6862
Contact E-Mail: president@armourhills.org

Final proposal submissions shall include one hard copy and one digital copy and must be received by 12:00 PM, March 17, 2017. Proposals may be delivered or mailed to:

Armour Hills Homes Association
% Homes Associations of Kansas City
4200 Somerset Drive, Suite 216
Prairie Village, KS 66208

Digital proposals may be included with the hard copies on a portable data storage device or sent by email to president@armourhills.org. Receipt of proposals sent by email should be confirmed by telephone prior to the closing of the RFP at 12:00 PM on March 17, 2017. Portable data storage devices (flash drive, DVD, etc.) will not be returned to consultants.

Evaluation Criteria

The purpose of this section is to identify consultants with the interest, capabilities, and financial stability to supply Social Media and Communications Consulting and Implementation Services, as defined in the Scope of Work.

All proposals will be evaluated systematically, based on the following list of criteria:

1. Experienced social media and communications designer for non-profit and/or service based clients.
2. Exceptional written communications skills, including grammar, punctuation, and content development.
3. Evaluation of existing platforms and recommended updates to the Association's web, social media, and communications presence.

Short-list Selection

Consultants who have demonstrated their capacity to meet our needs may be contacted by phone and/or email to answer additional or specific questions prior to a final selection.

SECTION 4 - Scope of Work & Business Requirements

This section will provide a categorized list of business requirements, with an associated description for each. These requirements will provide the foundation for consultant presentations, discussions, and negotiations.

Audit & Evaluation

- **Understand Goals & Objectives** - Understand goals & objectives of the work as described in Section 2 of the RFP. Develop a strategic plan, timeline for development and implementation of the Program, and identify project risks.
- **GAP Analysis (Current Communications Effort)** – Identify areas for improvement or opportunity. Analyze gaps to determine where the Program can improve communications and neighborhood connectivity.
- **Content Analysis** – Evaluate existing content, identify new content needs, and define supportable workflows to create and manage all content.

Recommendations & Planning

- **Channel Selection** – Review existing communications and social media applications and channels. Provide recommendations for the effective use of social media in the delivery of neighborhood communications through both traditional and digital media. Channels may include Twitter, Facebook and YouTube as well as any other recommendations to enable social interaction with homeowners and residents.
- **Develop Business Requirements** – Based on the audit, work with the Communications Chair and Board of Directors to identify costs associated with each component of the Program as well as the requirements for marketing, revenue generation, customer service, IT, etc., including advertising opportunities on both traditional and digital channels to support the expansion of services.
- **Project Roadmap** – Create detailed implementation plans and estimate timelines based on requirements gathered.

Implementation & Integration

- **Part I, Program Design** – Build or update the Program including dashboards, reports, process, marketing campaigns, and customer support.
- **Part II, Implement Program** – Implement, execute, and maintain the Program.

Training, Monitoring & Measurement

- **Training** – Provide training on newly-implemented platforms to Board Members and other designated administrators.
- **Measurement** – Ensure designated administrators are fully comfortable managing systems on a day-to-day basis.
- **Improve Adoption** - Explain how your consulting services package will ensure the goals and objectives of the Program are met and that AHHA members will benefit from the Program.

SECTION 5 - Consultant Information

Consultants must submit the following information to be considered:

- **Corporate Overview** – legal name, year of incorporation, number of employees, and a list of current business partners.
- **Products & Services** – description of all products & services supplied.
- **Markets Served** – description of existing and past customers utilizing similar services. Programs developed for non-profit organizations and those served by volunteer board members are of particular interest.
- **Customer References** – provide 3 references of existing or past customers utilizing similar services.
- **Methodology** – provide a statement explaining how the proposed plan is a good fit with the Armour Hills culture.

SECTION 6 - Estimated Budget & Resources Required

All consultants must provide a breakdown of costs related to their Communications Management services. Costs should include, but are not limited to, fixed pricing & deliverables, billable hours (time & materials based pricing), travel expenses, etc. Consultant must agree to keep the quoted pricing in their proposals for a minimum of 90 days after proposal submission.

Proposals should clearly identify costs associated with the initial implementation of the Program; purchase of specialized hardware, ongoing maintenance of all platforms and data; and should anticipate the cost and schedule of significant updates of software platforms.

AHHA intends to fill this position immediately with an initial contract Term of one calendar year. The AHHA Board of Directors will budget for ongoing support and maintenance and any phased service expansions on an annual basis beginning on January 1 of each year. The Consultant will be responsible for submitting requested budget information to the AHHA Board of Directors on or before the October board meeting. At any point after the initial Term, AHHA and/or Consultant may present or consider a multi-year contract; however, neither party will be required to enter into a multi-year contract to continue services.

Finally, all proposals must include a project schedule & work breakdown structure, which identifies timelines, key milestones, project phases, or other project plan information.

Once notified, the successful consultant shall be prepared to deliver services effective April 1, 2017.

END OF DOCUMENT