

Request for Proposal (RFP)

Statewide Weatherization Outreach Focused on Workforce Recruitment for Community Action Agencies

Issued By:

Community Action Partnership of North Dakota (CAPND)

RFP Title:

Workforce Outreach Services for Weatherization Program

Issue Date:

November 25, 2024

I. Introduction

The Community Action Partnership of North Dakota (CAPND) is a statewide association that works with seven Community Action Agencies (CAAs) across North Dakota. These agencies deliver vital services to improve the lives of individuals and families experiencing poverty. One of CAPND's programs is Weatherization, which helps low-income households improve energy efficiency and reduce utility costs. As we look to expand this important work, we are launching a workforce outreach campaign aimed at recruiting new workers for the weatherization field across the state.

CAPND is seeking proposals from qualified firms or individuals to provide outreach services that will help recruit a diverse and skilled workforce for the Weatherization program. This campaign will target a statewide audience using a variety of outreach mechanisms, including but not limited to social media, radio, and other channels that can effectively reach our potential staff.

II. Project Overview

The goal of this outreach campaign is to raise awareness of the workforce opportunities in weatherization and recruit individuals interested in entering this field. The selected firm or individual will create and execute a comprehensive outreach strategy designed to attract candidates to apply for weatherization roles in the seven CAAs located across North Dakota.

The outreach campaign must focus on:

- Highlighting the benefits of working in weatherization.
- Reaching a diverse audience across rural and urban areas.
- Using creative and effective marketing techniques tailored to multiple platforms, including social media, radio, and other communication channels.

III. Scope of Services

The selected contractor will be responsible for:

1. **Developing a Statewide Outreach Strategy:** Create a plan that identifies the target audience, outreach methods and materials for workforce recruitment, key messaging, and expected outcomes.
2. **Social Media Campaign:**
 - Develop content for Facebook, Instagram, Twitter, and other relevant platforms.
 - Run ad campaigns to attract potential recruits.
 - Monitor, analyze, and adjust campaign performance.
3. **Radio Advertising:**
 - Create radio spots and scripts tailored for various audiences.
 - Partner with statewide radio networks to reach both rural and urban communities.
4. **Other Outreach Methods:**
 - Propose additional innovative channels (e.g., local newspapers, digital ads, community events) to extend reach.
 - Leverage partnerships with local organizations and educational institutions to drive recruitment efforts.
5. **Reporting and Analysis:** Provide monthly reports on outreach effectiveness, including metrics such as engagement rates, the number of leads generated, and campaign adjustments made to improve performance.

IV. Proposal Requirements

Interested applicants must submit a proposal that includes the following:

1. **Cover Letter:** Briefly summarize your understanding of CAPND's needs and why you are well-suited to deliver the requested services.
2. **Qualifications and Experience:**
 - Demonstrate your experience in executing similar outreach and recruitment campaigns, particularly for statewide initiatives.
 - Provide at least two references from previous clients.
3. **Project Approach:**
 - Describe the outreach methods and strategies you propose for this campaign.
 - Outline a timeline for deliverables and milestones.
4. **Cost Proposal:**
 - The estimated budget for this effort is \$500,000-\$800,000. Provide a detailed cost breakdown for your services, including any associated fees for media buying (e.g.,

social media ads, radio spots, billboards). Proposed costs must cover dates of service January 1, 2025 through September 30, 2026.

5. Work Samples:

- Include examples of past outreach campaigns, if available.

V. Selection Criteria

Proposals will be evaluated based on the following:

- **Experience and Qualifications (30%):** Proven track record in statewide outreach campaigns.
- **Creativity and Innovation (25%):** Unique and effective approaches to reaching a diverse audience.
- **Cost-Effectiveness (25%):** Competitive pricing that aligns with the scope of services.
- **Understanding of the Project (20%):** Demonstrated understanding of the weatherization program and its workforce needs.

VI. Submission Details

Submission Deadline:

Friday December 13, 2024 at 5:00 pm CT.

Proposal Submission:

Proposals must be submitted via email to andreao@capnd.org by the submission deadline. Please include "Workforce Outreach Services RFP" in the subject line.

Contact Information:

For any questions related to this RFP, please contact:

Andrea Olson at andreao@capnd.org