



Request for Proposals

CEPPS COMMUNICATIONS CONSULTANT

Issued: August 2, 2019

Responses Due: August 19, 2019 by 5:00 pm ET

Vendors may email questions and responses to the following contact:

Contact information

CEPPSComms@CEPPS.COM

I. Introduction

Established in 1995, the Consortium for Elections and Political Process Strengthening (CEPPS) pools the expertise of three premier international organizations dedicated to democratic development: The International Foundation for Electoral Systems, the International Republican Institute and the National Democratic Institute.

The Consortium also includes the American Bar Association's Rule of Law Initiative, the Asian Network for Free Elections, the Electoral Institute for Sustainable Democracy in Africa, the International Center for Not-for-Profit Law and Search for Common Ground.

CEPPS has a 20-year track record of collaboration and leadership in democracy, human rights and governance support, learning from experience, and adopting new approaches and tools based on the ever-evolving technological landscape.

As mission-driven, nonprofit democracy organizations, we differ from many development actors by maintaining long-term relationships with political parties, election management bodies, parliaments, civil society organizations and democracy activists.

CEPPS is seeking proposals from qualified and experienced marketing and public relations agencies to perform a rapid assessment of CEPPS current communication materials and to advise and devise a multi-faceted marketing campaign to enhance CEPPS' visibility and tell consortium's story more effectively. Please note that CEPPS Core Partner NDI will issue the contract to the winning bidder on behalf of CEPPS.

II. Scope of Work

Describe the scope of work and desired deliverables

The scope of work being solicited is comprised of the following components:

1. Research (work should not exceed one month):
 - a. A rapid audit of existing CEPPS collateral materials and digital presence in order to understand the general landscape and advise on a more coherent strategy, design and presentation.
 - b. A strategy session to help CEPPS define a target audience and meet its messaging goals through defined collaborative discussion. This will seek to build consensus around a shared vision or goal, as well as defining target audiences, and establishing a path forward.

Consultant will produce a detailed report of work conducted during the Research phase.

2. Creation of Marketing and Branding Plan (work should not exceed one month):
 - a. Targeted events
 - b. Identifying speaking engagements
 - c. Thought leadership
 - d. Digital marketing
 - e. Traditional media
 - f. Email marketing

III. Criteria for Vendor Selection

Vendors who meet the following criteria will be given preference:

- Proposals should build upon the concept that the consortium consists of three premier organizations with a 20-year track record of proven results.
- Work should be completed within two (2) month timeframe given USG priorities and concurrent timelines.

Required Criteria:

- Ability to provide evidence of successful completion of comparable work/deliverables

IV. Proposal Guidelines and Submission Process

Proposals should include the following information:

- Experience history and core services
- Client list, particularly any international, political or non-profit organizations
- Detailed budget containing all costs, including staff time and projected communication and travel expenses. Proposals may be priced by day or by hour. Different rates may be given for different services and/or different team roles.
- Proposals must include a suggested timeline for all stages of the process, with a detailed cost breakdown.
- All proposals submitted must include a step by step approach for the two main components.
- A portfolio of past work (at least three examples)
- At least three recommendations
- If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. CEPPS will not refuse a proposal based upon the use of subcontractors, however, CEPPS retains the right to refuse the subcontractors selected by a vendor.

All final proposals should be submitted via email to contact information (same as above) at the CEPPS by **5:00 pm ET on August 19, 2019.**

Early submissions are welcome and appreciated. CEPPS will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed tool requirements. CEPPS may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. CEPPS also reserves the right to consider bids for modification at any time before an award is made. CEPPS will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award. Please note that selected vendor(s) would be expected to use CEPPS' standard contract template, a copy of which is available upon request.