REQUEST FOR PROPOSAL

CLIENT INFORMATION:

Company Name: Florida Education Foundation
Contact Name: Kristin Piccolo
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Email: Please send proposals to FEF@fldoe.org

SERVICE INFORMATION:

Service Needed: Marketing, branding, video and digital production services
Project Deadlines: (High-level view of important deadlines – not all inclusive)

September 2022
- New branding
- Website creation
- Student focus groups
- Digital content and video production

October 2022
- Video, website, social media launch

December and March 2022
- Next round of content launch

Preferred Location: Florida

About the Project: The Florida Education Foundation (FEF) is focused on building upon the momentum established in February 2021 when First Lady Casey DeSantis launched the Resiliency Florida Initiative.

The core mission of Resiliency Florida is to empower students to persevere through life’s inevitable challenges by providing them with the tools and skillsets to succeed. The goal, which will drive this project, is to remove the stigma-ridden term “mental health” and replace it with the term “resilience” and in doing so, shift the focus from a negative to a positive by emphasizing skills that promote resilience, including but not limited to: volunteerism, perseverance, grit, critical thinking, problem-solving, compassion, coping and hope.
This project will advance four main components of the initiative:

1) Public Awareness Campaign
2) Personal Testimonials
3) Standalone Website for Resiliency Florida Content
4) Volunteerism Focus

The campaign message will be uniquely designed to attract the attention of all of our audiences – students, parents and teachers – to ensure they have access to and frequently want to visit the website and share the resources.

FEF will have a point person to coordinate all project components.

In coordination with the Florida Department of Education (FDOE), FEF will approve all content before publication to ensure appropriate contract execution and messaging.

Project Details: Public Awareness Campaign: Develop a public awareness campaign to emphasize Florida’s shift to resiliency, with social media ads that ebb and flow throughout the school year.

Components of the marketing plan will include, but are not limited to, digital ad and video production for web and social media dissemination that builds excitement around a new brand awareness campaign that empowers students to become resilient and to persevere through life’s challenges.

Personal Testimonials: Incorporate personal stories of resilience to show students they are not alone in dealing with life’s hardships.

Contract deliverables will also include a comprehensive plan including, but not limited to, filming and production of video vignettes.

For the original program launch, the Resiliency Florida initiative found recognizable athlete and sports figures to share their stories of perseverance, including Tom Brady, David Beckham, Tony Dungy, Lou Holtz, Joey Logano, Peyton Manning, Ali Marpet, Bryant McFadden, Marc Richt, Jonathan Vilma and Charlie Ward.

Testimonials can be found here: https://cpalmssite.azurewebsites.net/standards/Resiliency_Toolkit.aspx

Existing athlete testimonials will be used when possible, and the marketing firm will be expected to recruit new talent with inspiring stories of resiliency to produce new content.
Standalone Website for Resiliency Florida Content: Develop a standalone website that houses resources curated by the Florida Department of Education, including an updated “Resiliency Toolkit.”

Components of the marketing plan will include, but are not limited to, designing a new website where resiliency resources will be housed.

The marketing firm will also design and rebrand a second edition of the Florida Department of Education’s Resiliency Florida curriculum known as the “Resiliency Toolkit” currently located on CPALMS http://resiliency.cpalms.org/

Volunteerism Focus: Promote volunteering because it provides students with context and perspective on life while empowering them to help those in need.

The marketing firm will be responsible for creatively incorporating student volunteerism into the project, including project components that promote the Hope Ambassadors Clubs rebrand and relaunch.

Deliverables may include:

1. Comprehensive plan
2. Student focus group coordination
3. Analytics and reach data (beyond impressions)
4. Digital and media Assets:
   a. Logo and branding guide
   b. New website
   c. Video production – digital and pre-roll ads, cable and PSAs, short video vignettes to drive excitement around launch
   d. Digital ads – graphic design, slides, banner ads
   e. Content graphic design for Resiliency Toolkit (second edition – content provided by FDOE)
   f. Branded templates for subsequent resources
   g. Collateral materials – posters, mail, handouts, physical toolkits