

REQUEST FOR PROPOSAL

Social Media Services Canadian Association of Midwives

The Canadian Association of Midwives (CAM) invites you to submit a proposal in accordance with the requirements of the following solicitation. Proposals must be received by CAM no later than September 8, 2022, indicated in the table below.

Issue Date:	August 18, 2022
Proposal Due Date:	September 8, 2021
Written questions and Proposals should be submitted via email to:	Email: communications@canadianmidwives.org Subject: "Social Media Services"

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SECTION I – BACKGROUND AND OBJECTIVE

The Canadian Association of Midwives (CAM) is the national professional association representing midwives and the profession of midwifery in Canada. Our work is focused on ensuring more equitable access to high quality sexual, reproductive, and newborn midwifery services in Canada and globally. To achieve this, we work in partnership with the National Aboriginal Council of Midwives (NACM), midwifery associations, midwives, and relevant stakeholders. Our national programming is funded mostly by Health Canada, the Public Health Agency of Canada, other federal departments, private donors, and operational funding.

NACM's mission is to promote excellence in reproductive health care for First Nations, Inuit, and Métis communities. Both CAM and NACM are governed autonomously but share infrastructure and human resources. Both organizations are staffed by a passionate team of individuals dedicated to providing support for midwives and Indigenous midwives and the profession of midwifery across Canada and globally.

OBJECTIVE

The Canadian Association of Midwives (CAM) is issuing a Request for Proposals (RFP) for Social Media Services. CAM is seeking digital communications professionals for conceptualizing, planning, and executing social media campaigns. The selected bidder(s) will be added to a pool of suppliers to be used on a regular basis as preferred suppliers from September 2022 to September 2024.

SECTION II – OVERVIEW AND SCOPE OF WORK

RFP Date: August 18, 2022

RFP Title **Social Media Services**

RFP Issued By: Canadian Association of Midwives (CAM)

Submission of Questions regarding the RFP:

Questions related to the RFP must be submitted in writing to communications@canadianmidwives.org no later than September 3, 2022.

Language of Proposals:

The technical and cost proposals can be submitted in either official language.

Instructions for Submission of Proposals:

To be considered, an electronic copy of the proposal must be submitted by September 8, 2021, at 5 PM EST to communications@canadianmidwives.org. Please include subject line: “Social Media Services”.

Interview Process:

Following receipt of qualified proposals, CAM reserves the right to interview all bidders. Interview format will be presented to the offerors at the time of official notification of any interview.

Award:

The successful bidder(s) will be added to a select pool of consultants that will be contracted for specific project(s) by CAM from September 2022 to September 2024. CAM aims to have 2-3 preferred service providers for Social Media Services.

CAM will divide work between preferred service providers based on availability and specific skill set and will do so as equitably as possible.

CAM will select the successful bidder(s) based on the qualifications and experience of the respondent and the respondent’s experience providing these services in Canada.

Issuance of this request for proposals does not constitute an award commitment on the part of CAM nor does it commit CAM to pay for costs incurred by the bidders for the preparation and submission of a proposal.

SCOPE OF WORK

CAM is seeking a Social Media Services professional or firm, to complement our existing communications department. CAM has a fluctuating workflow of national-facing projects which require social media campaigns across several platforms. CAM is seeking a professional or firm that can strategize, develop, and execute social media campaigns for a variety of national projects, and must be able to:

- audit CAM's existing channels and social media strategy.
- develop, write, and post content to social media channels (3-6 channels depending upon the project).
- develop and execute Google Ads strategies for national campaigns.
- liaise with graphic designers, translators, and other outside suppliers, as needed.
- work closely with the CAM Communications Department to ensure CAM's objectives are met.
- provide regular, written updates on any issues with workflow, processes, or difficulties meeting project objectives.
- produce analytics reports.

All work for CAM must be produced in both official languages.

If the bidder provides any of the following other services, please clearly indicate in the bid:

- Content development for other media, writing newsletters and annual reports.
- Updating and maintaining website content.
- Direct email communications with customers, including digital newsletters.

Language(s) required:

The successful bidder(s) must be able to work with English and French text.

Requirements

- Excellent writing skills in English and French.
- Excellent knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop), or similar.
- Experience editing short video and editing for social platforms.
- Solid understanding of design, layout, color, and typography.
- Excellent organizational skills and strong attention to detail for proofreading and reviewing print-ready or web-ready content.
- Experience in communications with not-for-profit organizations is an asset.

Dates of Service: The Canadian Association of Midwives requires Social Media Services year-round.

SECTION III – INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

A. Social Media Services Proposal

Offerors' Social Media Services Proposal shall include the following. **Offerors are welcome to submit a proposal for one or all aspects of the above Scope of Work. Please specify what elements within the scope of work are of particular interest.**

Narrative - Offerors shall submit a complete narrative and/or supporting materials addressing all benefits provided under their Social Media Services Package and their capabilities to perform the scope of work. **Please consider the following when submitting your proposal.**

1. What are your core services?
2. How many years have you been in business?
3. Where are you located?
4. What are your standard days/hours of operation?
5. What is your standard turn-around time for a project?
6. Describe briefly your experience servicing non-profit organizations, professional organizations and/or health organizations.
7. What types of tools are used? Please include the types of software used.
8. What is your process for safeguarding proprietary information?
9. Provide examples of comparable work.

Completed Attachment A – Cover Sheet

Completed Attachment B – Past Performance/References - A minimum of two (2) client references worked with in the past two years on an activity that is similar to this Scope of Work. Include the contact information (names, company or organization, phone number and email). This document must be signed by the offeror. ****This is not required for suppliers who have worked with CAM in the past three years.***

Completed Attachment C – Cost Proposal - The cost proposal should include a detailed breakdown of costs on a per hourly and/or per page and/or per deliverable basis. Please specify if any discounts or non-profit rates are being offered. If your company has a pricing chart, please attach it.

B. Questions

Questions regarding this RFP may be submitted IN WRITING VIA EMAIL no later than September 3, 2022. Questions shall be submitted to: communications@canadianmidwives.org.

C. Submission of Offers

Proposals must be received no later than **September 8, 2022, by 5 PM EST.**

Proposals shall be submitted via email to: communications@canadianmidwives.org

Subject: Social Media Services

Note: Any proposal received after the above date and time will not be considered

SECTION IV – EVALUATION CRITERIA

A. General Information

CAM intends to evaluate proposals in accordance with the following criteria and select offeror(s) whose proposal(s) best fit the evaluation criteria.

B. Evaluation Criteria

Selections will be made based on whose services will ensure the best possible quality in keeping with the most efficient process in terms of quality versus cost.

Offers will be evaluated based on the following criteria:

1. Ability to provide the best option and prices:
 - Provide best overall solution to Social Media Services requirements
 - Offer should be competitive technically and financially

2. Portfolio
 - Quality of work
 - Innovation and creativity
 - Considerable experience in health, sexual and reproductive health and rights, policy, rights are assets.

3. Saving Time
 - Fast turn-around time
 - Ability to meet deadlines
 - Social Media Services contact(s) must be available via phone and email for questions and revisions, within their stated availability.

4. Good Reputation
 - Quality assurance
 - References
 - Billing done in a timely manner

C. Non-Profit Pricing

CAM is a non-profit organization. Offerors should provide any and all discounts available to CAM based on its status as a non-profit organization.

D. Acceptance of Offer and Award

The successful offeror(s) will be added to a select pool of official media advisors for CAM. CAM reserves the right to select a proposal in whole or in part, or not to select a proposal, in accordance with the best interests of the organization.

ATTACHMENT A – PROPOSAL COVER SHEET

Company Name:

Name of Person to be Contacted in Case of Questions Regarding this Proposal:

Telephone of Contact Person Named Above:

Email of Contact Person Named Above:

Name of Individual Authorized to Sign Contracts on Behalf of Company Named Above:

Title of Authorized Individual:

Certification:

By signing below, I certify that the information provided is true and correct, that it shall remain valid for a minimum of 90 days, and that I am authorized to respond to this solicitation on behalf of the Company named above. I further understand that CAM retains the right to reject, in whole or in part, any and all bids for any reason.

Signature of Authorized Individual

Date

ATTACHMENT B – REFERENCES/PAST PERFORMANCE

Complete the table below providing information for at least 2 past/current customers for whom your company provided services similar to the ones for which you are submitting a proposal. Past customers listed below must be available to speak with a CAM staff member during the evaluation process.

Offeror Signature (Mandatory): _____

REFERENCES/RECOMMENDATIONS					
Past Customer's Company Name	Past/Current Customer Contact Person	Phone & Email Information for Contact Person	Company Address	Description of Services Provided	Date(s) Work Performed

ATTACHMENT C – PRICE QUOTE

VENDOR NAME: _____