

Request for Proposals
Ohio SILC Social Media and Outreach

1. Project Overview

- a. The Ohio SILC is seeking proposals for individuals with disabilities to take part in promoting and disseminating information about the Ohio SILC and Independent Living to the community through social media platforms and email newsletters. The Ohio SILC hopes to continue to have an online presence and increase the capacity of our outreach efforts.

2. Background

- a. The Ohio SILC has developed regular presence on social media platforms. As the SILC continues to grow in presence, we hope to see the presence continue to grow. The SILC would also like to see regular communications through a monthly newsletter style communication with updates and information on the Independent Living Network in Ohio. Through this RFP we are seeking an individual to work collaboratively with the SILC Director and the Chair of the Education and Outreach Committee to expand our presence.

3. Goals and Objectives

- a. Create and implement a social media plan in conjunction with the Chair of the Education and Outreach Committee. This plan will break out the frequency of posting, and the types of content to be focused on.
- b. To work with the Executive Director on monthly communications to the community. This will be a newsletter style communication to be distributed to partners and individuals to grow the awareness of Independent Living, the Centers for Independent Living, and the Statewide Independent Living Council.

4. Scope of Work

- a. Assisting in promoting the State Council, Centers for Independent Living, the Independent Living Philosophy, and the rights of persons with disabilities to the legislature, funding and regulatory agencies, and other statewide and national organizations.
- b. Managing social media presence of the SILC
- c. Creating monthly newsletter and informational materials

- d. Assisting in the direct communication efforts to the public including the development of a mailing list.
- e. Providing public outreach on Independent Living statewide.
- f. Provide reports on effectiveness of communications.

5. **Timeline**

- a. The project will begin upon the selection of a proposal by the Ohio SILC and a contract will be signed between the two parties to continue as needed.

6. **Point of Contact**

- a. Any additional questions may be addressed to:

Jeremy Morris
jmorris@ohiosilc.org

7. **Budget**

- a. As part of your proposal, please provide the estimate of monthly cost to complete the work. The Ohio SILC has allocated a total of \$5,000 maximum for the yearly total

8. **Criteria for Selection**

- a. The Ohio SILC will review all proposals for the following:

- a.i. Background knowledge and understanding of Independent Living (10 points)
 - Successful candidates will demonstrate knowledge and history of Independent Living, Centers for Independent Living, and Statewide Independent Living Councils. Reviewers will score proposals on how effectively they are able to describe the purpose of Independent Living.
 - a.ii. Outline of how work will be completed (20 points)
 - Proposals will provide information on the following:
 - o How applicant will coordinate with the SILC Director and Committee Chair
 - o How applicant will create plan for a social media strategy
 - o Applicant will provide a summary of what they believe a purpose of the enhanced social and community outreach will benefit the SILC.
 - Review will focus on how clearly the applicant is able to demonstrate their ability to complete the scope of work and how well the information has been presented.

a.iii. Project Cost (10 points)

- Applicants will provide a monthly cost that will be required to complete the scope of work. Review will assess how well the proposed cost fits within the scope of work and the presented annual budget.

- b. Applicants will be notified if their proposal has been selected.

9. Format and Proposal Timeline

- a. Proposals are to be submitted electronically by 9/16/2019 at 5:00 PM.
- b. Proposals will address the areas outline in Section 8 Criteria for Selection
- c. Proposals will include information about the applying individual, including the applicable contact information.
- d. Proposal must include a cost estimate.

Proposals will be reviewed by the SILC Director and the Education and Outreach Chairperson.

Proposals can be sent to grants@ohiosilc.org