



RFP for the National Association of Women Business Owners - Buffalo Niagara (NAWBO)

Social Media Coordinator and Graphic Designer

September 10, 2021 – August 31, 2022

NAWBO Buffalo-Niagara("Chapter") is a servant leadership organization which propels women entrepreneurs into economic, social and political spheres of power worldwide by strengthening the wealth-creating capacity of its members and promoting economic development within the entrepreneurial community; creating innovative and effective change in the business culture; building strategic alliances, coalitions, and affiliations; and transforming public policy and influencing opinion makers.

The Chapter is requesting a company coordinate the Chapter's social media presence.

- All questions must be submitted by 5:00 EDT August 30, 2021
- All answers to questions will be posted by 5:00 EDT September 1, 2021
- Proposals must be submitted by 5:00 EST September 6, 2021
 - If possible, please include an option for sponsorship in lieu of payment (partial or in full)
- The winner will be notified on or before September 10, 2021

The Chapter seeks to utilize social media to increase membership, recognition, membership benefits, fresh initiatives and overall recognition and value at the local and national levels. The Chapter is seeking a social media coordinator to promote, publicize and enhance the online presence of the Chapter.

RFP Type: Social Media Coordinator

Expectations:

Request for proposal from vendors to coordinate social media presence of the Chapter and to promote the Chapter and its events including announcements of monthly meetings and special events, along with highlighting significant events and promotions. Also includes design and providing graphics for use on its website and printed materials.



The purpose for seeking these services is to promote the brand, disseminate promotional information and communicate events and announcements to a wide audience using multiple social media platforms.

The selected vendor will be offered a one-year contract. The contract will begin September 10, 2021 and end on August 31, 2022.

This solicitation does not commit NAWBO to award a contract, to pay any costs incurred in preparation of a proposal, nor to procure any services that may be offered.

Skills required of vendor:

- Experience with social media and optimization of dissemination and promotion of information using same
- Creative
- Responsive
- Reliable

Vendor will work with NAWBO Buffalo Niagara leadership to establish goals and gain approval for final graphics. NAWBO brand guidelines will be provided.

Ongoing update tasks required of vendor:

Monthly

- Promote monthly meetings and special events using multiple social media platforms
- Promote membership and task force initiatives
- Create and provide graphics to enhance announcement of monthly meetings and special events, including NAWBO and Community events
- Create graphics for events posts, press releases
- Create and provide graphics for invitations

Requirements for All Bidders

Bidders must list at least two (2) projects that are substantially similar to this project as part of their response, including references for each.

Proposals must be signed by a representative who is authorized to commit bidder's company.

If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.

Evaluation Factors

1. NAWBO Buffalo Niagara will rate proposals based on the following factors, with cost being the most

important factor:

- a. Responsiveness to the requirements set forth in this Request for Proposal
- b. Relevant past performance/experience
- c. Cost
- d. Technical expertise/experience of bidder and bidder's staff

Winner is selected by board vote which shall be final and conclusive. Preference will be given to NAWBO Premier Members in good standing, followed by NAWBO Basic Members in good standing and then non-NAWBO members.

Submissions Must Be Provided by the Deadline as Follows:

Electronically, in PDF format only, to:

Andrea Schillaci
Chapter President
as@hurwitzfine.com

Jeanne Hellert
Chapter Administrator
info@nawbowny.org