**Invitation for Bids (IFB)**

**Positive Community Norms (PCN)**

**Strategic Advertising/Media Services**

The [Missouri Children’s Trust Fund (CTF)](https://ctf4kids.org/) is seeking a Missouri-based, full-service advertising agency to provide services to develop and implement strategic media/social media campaigns using the Positive Community Norms (PCN) approach. The campaigns shall promote social norms that encourage child well-being in Missouri. The selected agency shall work with CTF and [The Montana Institute (TMI)](http://www.montanainstitute.com/) to develop campaign messaging.

**BACKGROUND**

**Focus:**  Creation and implementation of a strategic media plan using the Positive Community Norms (PCN) approach to promote social norms that encourage child well-being in Missouri

**Available Funding**: CTF anticipates awarding up to $62,000 in FY21 (April 1-Jun 30, 2021) and up to $300,000 each year for four additional FYs

**Full Bid Deadline**: Bids must be submitted to [ctf@oa.mo.gov](mailto:ctf@oa.mo.gov) by 5 pm, Tuesday, March 2, 2021

**Contract period:** Initial contract period is FY21 (April 1 - June 30, 2021), with four (4) twelve-month extensions available representing FY22, FY23, FY24 and FY25, contingent upon project progress and compliance

**Eligibility:** Missouri-based advertising/media firm/agency

**Children’s Trust Fund**

The Children’s Trust Fund (CTF) is Missouri’s foundation for child abuse prevention.  CTF was created by the [Missouri General Assembly](http://www.moga.mo.gov/) in 1983 as a 501c(3) non-profit organization with the sole purpose to prevent the abuse and neglect of children.  Located within the [Missouri Office of Administration](http://www.oa.mo.gov/), CTF is governed by a 17-member [Board of Directors](http://ctf4kids.org/about-childrens-trust-fun/board-of-directors/).

**Positive Community Norms (PCN) - The Montana Institute (TMI)**The Children’s Trust Fund of Missouri contracted with The Montana Institute (TMI) for a Positive Community Norms (PCN) research study designed to measure perceived and actual norms related to the prevention of child abuse and neglect, with particular attention to norms surrounding safe sleep, corporal punishment and child sexual abuse. A survey was created and administered by telephone to Missouri adults in eight regions around the state. The purpose of this study was to inform child maltreatment prevention efforts in Missouri and to promote positive parenting behaviors using the PCN approach.

The PCN approach to improving community health is founded upon The Science of the Positive. Dr. Jeff Linkenbach of The Montana Institute developed PCN to positively impact population-level norms. A core element of the PCN change model is to identify and close misperception gaps to increase healthy behaviors and attitudes. Decades of research demonstrate that misperceptions of norms are pervasive, and that people consistently underestimate the protective behaviors and attitudes of their peers and other groups in their communities. When these misperceptions are corrected, healthier attitudes and behaviors result. One of the key strategies for strategically correcting misperceptions of norms is the Seven Step Montana Model of PCN Communications (Linkenbach, 1999).

The Montana Institute worked with CTF leadership to identify key norms derived from the data. The next step in the process is to create and disseminate a statewide messaging campaign that uses these norms to correct misperceptions and grow protective behaviors among Missouri adults. The Montana Institute is contracted to assist CTF’s selected media firm in creating materials that adhere to the principles of PCN, which state that, among other things, that messages must be positive, inclusive, and never rely on fear or shame to motivate behavior.

**Scope of Work/Project Summary - Strategic Media/Social Media Activity Plan/Campaign**

1. CTF seeks an advertising/media services agency that will work with CTF and TMI to create, pilot test and implement a statewide strategic messaging campaign that uses identified social norms to correct misperceptions and grow protective behaviors among Missouri adults.
2. The activity plan may include, but is not limited to, the following efforts:
   1. Media Planning and Placement/Purchase
   2. Creative Services
   3. Media Production, including social media, radio and print
   4. Non-Traditional Media and High-Tech Marketing
   5. Promotional/Collateral Material Development and Fulfillment
   6. Public Relations, Image Building Activities, Editorials, Internet Marketing and Publicity
   7. Research and Market Analysis
3. CTF requests that bids implement a media mix to execute this work and offer recommendations on how to best maximize effort/reach, explore creative ideas/trends, be culturally responsive, use effective channels and allocate the budget most effectively.
4. The selected media company shall determine the most effective media mix to reach the target audiences for maximum reach to create awareness, increase knowledge and affect change.
5. Pilot Test definition for this IFB’s purposes: [PCN Pilot Testing](https://ctf4kids.org/wp-content/uploads/2021/02/PCN-Pilot-Testing.pdf) (link)
6. Social Norms Focus Areas/Topics: Child Maltreatment Prevention, Infant Safe Sleep, Child Sexual Abuse Prevention, Corporal Punishment: [TMI PCN Recommendations for Missouri](https://ctf4kids.org/wp-content/uploads/2021/01/MO-CTF-NORMS-RECOMMENDATIONS-11-20-for-Board-Distribution.pdf) (link) \*CTF and TMI will advise selected media agency regarding priority topics and related audiences
7. Selected media agency shall work closely with CTF and TMI to develop messaging that adheres to the PCN principles: [TMI Principles of PCN Messages](https://ctf4kids.org/wp-content/uploads/2021/01/Principles-of-Positive-Community-Norms-Messages.pdf) (link)

**Reach**

Phase 1: Pilot Test assets/materials prior to inform statewide implementation

Phase 2: Statewide implementation of activity plan/media campaign with targeted efforts in certain communities representing a mixture of rural and urban communities

**Audience**

The emphasis of the campaign is on parents and caregivers of children, grandparents, pediatricians and disproportionately impacted communities of color.

**Media**  
For purposes of this document, media shall be deemed to include advertising media, broadcast media, digital media, electronic media, hypermedia, multimedia, new media, news media, print media, published media, social media, etc., which may include, but not necessarily be limited to, the following:

* Television, film, video, radio, movies, CDs, DVDs, etc.
* Newspaper, magazines, brochures, direct mail, newsletters, books, pamphlets, photography etc.
* Email, text messages, websites, blogging, social media platforms, etc.
* Billboards, transit signs, placards placed inside/outside buildings or vehicles, flying billboards, blimps, etc.
* Other as necessary

**Expected Results**

* Implement a pilot/statewide media campaign to maximize budget and reach in a strategic way
* Increase awareness of PCN to promote child well-being
* Increase knowledge and effect change
* Prevent child abuse and neglect; create a culture of protection for children
* Disseminate social norms messaging through appropriate media platforms
* Measurement of campaign reach, dosage

**Campaign Elements/Deliverables**

1. Communications/Media Plan - Vendor shall develop an overall, comprehensive communications/media plan (using paid, earned and owned media) to meet objectives and for distributing and promoting all relevant materials and information; this will include the development of tactical media campaigns and timelines for both the Pilot Test and Statewide plans.
2. Creative Brief – Vendor will prepare a written brief outlining the strategic approach to determine all creative, including but not limited to various assets, copy, taglines, graphics, images, etc.
3. Campaign Themes – Vendor will prepare at least three different campaign themes
4. Campaign Plan – Vendor will develop a campaign plan that outlines messaging to reach target audiences to include at a minimum three tactical executions such as:
   1. Print
   2. Radio
   3. Digital media/Social media management/Online landing pages/webpages
   4. Video
   5. Consistent branding
   6. Other
5. Paid Media Planning/Placement – Vendor shall develop a media plan to include mediums such as:

>contractor shall consider the integration of non-traditional media, social/new-age media, and high-tech marketing activities in the media plan

>include your agency fee for media buys: percentage of actual media cost

* 1. Print
  2. Radio
  3. Detail media/placements
  4. Digital media/Social media management
  5. Other

1. In-kind Placements and Editorial Coverage – Vendor shall negotiate media opportunities where applicable
2. Campaign Timeline – Vendor shall develop a written timeline
3. Campaign Assets – Vendor shall develop campaign assets
4. Final Evaluation Report – Vendor shall provide a final written report to evaluate the reach and effectiveness of the media campaign to include, at a minimum:
   1. Ad engagement
   2. Impressions
   3. Gross rating points (TV and radio)
   4. Click-through rate
   5. Cost per click
   6. Video completion rate
   7. Cost per impression
   8. Site traffic
   9. Metric timelines
   10. Other
5. Other as necessary

**Available Funding**

For the creation/development/implementation of a social norms media activity plan/campaign(s), CTF anticipates awarding up to $62,000 in State Fiscal Year 2021 (April 1-June 30, 2021).

Successful applicants may be eligible for contract extensions representing up to $250,000-300,000 in funding each year for an additional four (4) State Fiscal Years:

* Fiscal Year 2022 (July 1, 2021-June 30, 2022)
* Fiscal Year 2023 (July 1, 2022-June 30, 2023)
* Fiscal Year 2024 (July 1, 2023-June 30, 2024)
* Fiscal Year 2025 (July 1, 2024-June 30, 2025)

Contract extensions are contingent upon the CTF Fund balance, on-going progress and compliance.

**Application Process/Timeline**

Applicants shall complete all sections of the Narrative (instructions beginning on page 5) and Exhibit A.

The application process will consist of the following:

1. Interested applicants shall obtain and complete all related access and submission processes to this IFB through the [MissouriBUYS-Statewide eProcurement System](https://missouribuys.mo.gov/):
   1. Vendor Registration: [Vendor Registration | MissouriBUYS (mo.gov)](https://missouribuys.mo.gov/registration)
   2. Bid Board: [State of Missouri Bid Board - Bid Opportunities | MissouriBUYS (mo.gov)](https://missouribuys.mo.gov/bidboard)
2. Completed bids shall be submitted by 5:00 pm Tuesday, March 2, 2021 via the [MissouriBUYS-Statewide eProcurement System](https://missouribuys.mo.gov/).
3. Phone Interview (by invitation only, if deemed appropriate) - Vendor shall present the vendor’s activity plan to CTF via a call interview, which shall be scheduled by CTF as part of the invitation and during the Monday, March 15-Friday, March 19 time period.
4. Selection will be based on the best and lowest bid.

**GUIDANCE**

This contract will be paid according to a final, approved, submitted line-item budget, based on a combination of final projects determined, approved hourly rates of employees, time necessary to complete a project, media buys, asset development, etc.

If print production is required, Vendor shall use the [State Printing Center](https://oa.mo.gov/general-services/state-printing-center) for such services to the extent possible.

**Grant Requirements - Contracting/Grant Funding**

Successful applicants will be offered a contractual services agreement, which must be reviewed and signed by an individual with the authority to enter the applicant organization into a contract.  Contracts must be signed and returned to CTF by the date noted in the award letter.

Only expenses incurred during the contract period will be reimbursable.  The Vendor shall invoice CTF for approved project-related costs incurred by the Vendor during the agreement period.  The Vendor must submit invoices on the Vendor’s original descriptive business invoice form and must use a unique invoice number with each invoice submitted.   Payment to the Vendor shall be made upon receipt of a properly submitted invoice and all supporting documentation, after a determination has been made by CTF that such expenditures were appropriate under the terms of this contract.  Invoices are due by the fifteenth (or next working day if on a weekend) of the month.

Successful applicants must be registered vendors through [MissouriBUYS](https://missouribuys.mo.gov/) and must participate in [E-Verify](https://www.e-verify.gov/), have no taxes due to the State of Missouri and must be in good standing with the federal government.

**Application Instructions – Narrative Sections**

Applicants are required to respond to the following sections. Section responses should be complete and include all elements requested. Applicants should also use examples and data when available. Responses should be single-spaced with a font of no smaller than 11, and adhere to the noted page maximums.

**Vendor Narrative** (30 Points Total/up to three (3) pages in length for this section)

1. **Vendor Contact Information** (5 Points)
   1. Agency Name:
   2. Street Address:
   3. City, State, Zip Code:
   4. Telephone Number:
   5. Federal Tax ID#:
   6. Website:
   7. Agency Email:
   8. Primary Contact(s) Name:
   9. Primary Contact(s) Title:
   10. Primary Contact(s) Telephone Number:
   11. Primary Contact(s) Email:
   12. ASSURANCE/CERTIFICATION SIGNATURE PAGE (Attachment 1) > sign and return with bid
2. **Vender Agency Information** (5 Points)
   1. Provide a copy of the Registration of Business Name with the Missouri Secretary of State
   2. Provide a brief company background/history, including the founding date, number of years in business, philosophy, structure of the agency, locations, etc.
   3. Describe the nature of the vendor’s business, type of services performed, capabilities, depth of resources, customer service, quality control, etc.
3. **Vendor Assets** (20 Points)
   1. Provide up to two (2) campaigns of current/past accounts the vendor considers as its best work:
      1. Campaigns should be of similar scope, budget, goals, etc.
      2. Describe the objectives from each campaign and documentation of how the success of each such campaign was measured, including metric timelines.
   2. Provide a list of Value-Added Services

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**Activity Plan Narrative** (50 Points Total/up to three (3) pages in length for this section)

1. Project Approach (10 Points): Vendor shall summarize their approach to the proposed project. State the purpose, key objectives and expected outcomes.
2. Media Mix (10 Points): Vendor shall provide its proposed mix of appropriate activities, including a description of how the services and the mix of activities will meet CTF goals, including reaching primary audiences.
3. Key Personnel (5 Points): Vendor shall identify its team of key personnel who will be assigned to the project.
   1. Item #/Personnel Classification/Name(s) of all Personnel Proposed who are assigned to Identified Classification/Firm, Fixed Price Per Hour
4. Approval Process (5 Points): Vendor shall describe its system’s project approval processes proposed for use in obtaining state agency approvals for projects and associate budgets.
5. Culturally Responsive Campaign Experience (10 Points): Vendor shall highlight expertise related to culturally responsive campaigns reaching diverse audiences in Missouri.
   1. Describe your agency’s experience in planning and implementing campaigns for diverse audiences, including audiences of color and multilingual audiences.
   2. Describe your approach to developing these campaigns, in an efficient, effective and culturally responsive way.
6. Measurement (10 Points): Vendor shall provide a description of how results will be measured, what evaluation measures will be used, and the plan for analyzing the outcome data for the campaign to determine its effectiveness in meeting CTF’s goals. Vendor shall understand and agree that CTF shall be an active partner in ensuring appropriate measures are identified in the activity plan and how such measures will be collected and reported.

**\*\*\*  
Scope of Work Budget Narrative** (20 Points/up to three (3) pages for this section)\*Understand that the selected media agency shall work closely with CTF and TMI to develop and agree upon FINAL PCN messaging, campaigns and cost.

\*Please reference the Campaign Elements/Deliverables section of the IFB:

1. Vendor shall provide a total estimated price for the Fiscal Years indicated:
   1. Budget may not exceed :
      1. $62,000 in FY21 (April 1-June 30, 2021)
         1. Vendor Estimated FY21 Budget: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_
      2. $250,000-300,000 in FY22 (July 1, 2021-June 30, 2022)
         1. Vendor Estimated FY22 Budget: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. Note: Contract extensions for FY23-25 are contingent upon the CTF Fund balance, on-going progress and compliance.
2. Using the outline below, Vendor shall explain its approach for each aspect of this work, list/describe the deliverables to be provided, and assign budget allocations to each activity:
   1. Communications Plan
   2. Creative Brief
   3. Campaign Themes
   4. Campaign Plan to Reach Target Audiences
   5. Media Planning/Placement
      1. >include your agency fee for media buys: \_\_\_\_\_% of actual media cost
   6. In-kind Placements and Editorial Coverage
   7. Campaign Timeline
   8. Campaign Assets
   9. Evaluation Report
   10. Other as necessary

**CTF Contact**

Inquiries regarding this IFB may be made to Public Affairs Coordinator Paula Cunningham at [paula.cunningham@oa.mo.gov](mailto:paula.cunningham@oa.mo.gov) / 573-751-2266/5147.

**Thank you! ####**

**Exhibit A**

**CHILDREN’S TRUST FUND**

**GRANT APPLICATION**

**ASSURANCE/CERTIFICATION SIGNATURE PAGE**

I, the undersigned, certify that the statements in this grant application are true and complete to the best of my knowledge and accept, as to any grant awarded, the obligations to comply with all Children’s Trust Fund requirements specified in the grant award and contract.

I, the undersigned, certify the use of accepted accounting procedures to provide for accurate and timely recording or receipt of fund (by source), expenditures (by items made from such funds) and of unexpended balances. I will establish controls, which are adequate to ensure that expenditures charged to grant activities are for allowable purposes, and that documentation is readily available to verify that such charges/expenses are accurate.

**Name: **

**Authorized Official Title**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Authorized Official Date**