REQUEST FOR BIDS:
Missouri Loves Babies Campaign

The Missouri Children's Trust Fund (CTF) is seeking a media company to assist in developing CTF's new Missouri Loves Babies Campaign. The campaign will highlight the critical work supported through CTF's Home Visiting Programs.

BACKGROUND:
The Children's Trust Fund (CTF) is Missouri's foundation for child abuse prevention. CTF was created by the Missouri General Assembly 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, CTF is governed by a seventeen member Board of Directors.

Deliverables-Missouri Loves Babies Campaign:

CTF wishes to contract with a media company to:

- Create a logo for the new Missouri Love Babies Campaign,
- Design a small booklet highlighting CTF's Home Visiting Programs and the critical work happening throughout the state to promote the health and wellbeing of mothers and babies. Photos and copy to be provided by CTF.

Timeline:
Contract period: Four-Six Weeks

Funding:
Cost must not exceed $15,000.

Proposals shall not exceed three pages in length and must respond to the following:

- **Expertise:** Please describe the applicant's experience, specifically including experience working on social services campaigns;
- **Working with CTF:** Please describe why the applicant is interested in working with CTF;
- **Methodology and timeline:** Please describe how the applicant will accomplish the deliverables and include a brief timeline;
- **Budget:** Please include a budget detailing costs associated with completing the deliverables.

Completed proposals must be emailed to Laura Malzner at laura.malzner@oa.mo.gov by 5:00 p.m. on November 13, 2026. Selection will be based on the best and lowest bid. Proposals will be reviewed and notifications sent by November 20, 2026.