

Pocono Mountains United Way
Request for Proposals
Marketing Strategy for the Aspiring Educators Pathway Project
A Sponsored Program of Pocono Mountains United Way
in Partnership with East Stroudsburg University

RESPOND NO LATER THAN:

3/22/2024

Inquiries to:

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I. INTRODUCTION TO RFP

Pocono Mountains United Way seeks to develop a marketing strategy and content for the Aspiring Educator Pathway Project (AEPP) - [Information Found Here](#), coordinated by East Stroudsburg University.

We are seeking proposals from qualified marketing and advertising agencies to develop a marketing strategy and design, develop, and launch an advertising campaign for the AEPP. The primary goal of this campaign is to entice individuals, school-aged students, college students, and current paraprofessionals, especially those from diverse backgrounds, to see the profession of teaching as an exciting, impactful, and lucrative career pathway. The campaign should be culturally responsive for diverse audiences, increase community awareness of the educator shortage, and convey avenues for pursuing a career in education.

We ask that you prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization, the AEPP, and describes the motivation behind our request along with desired outcomes, and specific requests relating to the proposal.

II. INTRODUCTION TO POCONO MOUNTAINS UNITED WAY

Pocono Mountains United Way is a nonprofit organization dedicated to improving lives and strengthening the communities in the Pocono Mountains region. Our **mission** is to engage and mobilize resources to improve lives through accelerated community change. Our **vision** is a community where everyone has ample opportunities for quality education, good health and financial stability.

Core Value Statements:

1. We believe in the power of partners, coalition-builders, and collaborators.
2. We believe in providing short-term solutions and long-term strategies to reduce a pattern of need for day-by-day charity.
3. We believe in challenging the status quo if it leads to a better tomorrow.
4. We believe that the opposite of poverty is not wealth but justice, fairness, and opportunity.
5. We value people, communities, and businesses that strive to improve the space around them.
6. We hire team members who are passionate about community impact.
7. We value experience, talent, and ingenuity.
8. We value responsible financial stewardship and humbly accept each donation.
9. We believe in engagement, advocacy, and a “do the right thing” mentality.
10. We reject anything that dehumanizes, stigmatizes, and perpetuates discrimination/violence against a marginalized population.

Please review our [2023 Annual Report](#).

III. PROJECT BUDGET

Pocono Mountains United Way budgets \$10,000 for the marketing strategy and advertising implementation. As an organization designed to serve the community's most vulnerable population, financial stewardship is a high priority.

IV. TIMELINE

RFP Issue Date: 2/23/2024

Pre-Proposal Meeting (upon request): 3/5/2024 & 3/12/2024

RFP Questions Due: 3/11/2024

RFP Answers (Issued to all known parties): 3/15/2024

RFP Due Date: 3/22/2024

Vendor Selection: 4/1/2024

V. VENDOR INFORMATION

Proposal Requirements: Interested parties are required to submit a comprehensive proposal that includes the following:

1. Business name and contact information
2. Resume of key team member(s) involved in the project
3. References from previous clients, especially those within the nonprofit sector and/or Black, Indigenous, and People of Color (BIPOC) leadership or focus areas
4. Team size and individual bios highlighting relevant experience
5. Anticipated hours and a general timeline for the project from start to completion
6. A general overview of the marketing strategy including culturally relevant strategies for target populations

VI. VENDOR'S PROPOSAL: SCOPE OF SERVICES

A. Audience

Pocono Mountains United Way recognizes that a well-executed marketing and advertising strategy can form a good impression on our prospective "customers". For United Way and the AEPP, our customers include Monroe County 8th-12th grade students, their families, college students, individuals working in paraprofessional roles, donors and the community we serve through our programs.

B. Marketing Desires (goals):

1. Increase response and engagement of BIPOC 8th –12th grade Monroe County students, their families, undeclared college students, current undergraduate students and current paraprofessional employees in the education sector interested in becoming teachers
2. Create a clear link between PMUW, East Stroudsburg University (ESU) and Monroe County school district partnerships for AEPP
3. Effectively integrate PMUW brand guidelines into creative strategies. Demonstrate a clear understanding of our brand identity and a commitment to maintaining brand integrity throughout marketing efforts. [See Brand Guidelines.](#)

C. Desired Products

1. A comprehensive and culturally relevant 2-year marketing strategy
2. Social media content that can be cross shared amongst AEPP partners, including East Stroudsburg University, Monroe County school districts, and Northampton Community College

D. Desired Partner

1. Demonstrated expertise in marketing and advertising strategy development
2. Organizational ability to develop a marketing strategy and build an advertising product to support that strategy
3. Possesses professional and/or lived experience in alignment with the goals and target clients of the AEPP
4. Develop strategies to extend our reach
5. Work with us and community partners to design a strategy using their expertise

All proposals should be delivered by email in PDF format to Michael@PoconoUnitedWay.org.