

Communications Support Q&A

1. Q: Is it safe to assume the Communication Plan we'd be co-creating with your staff would correlate with and support the 2023-2028 Partners for Home strategic plan? Are there any additional considerations you'd like us to take into account in regard to the relationship between the two plans?
A: Yes. We also have a new complimentary internal business plan that the team will use for planning as well.
2. Q: Would you be comfortable sharing the proportional makeup of Partners for Home's current funding/development structure? (e.g. 50% Gov Grants, 20% NGO & Foundation grants, 20% large donors, 10% individual donors).
A: It is 54% Gov Grants and 46% NGO & Foundation grants.
3. Q: Is there a desire to adjust the development strategy in coordination with an updated communications strategy? If so, are there any existing goals outlining expectations for a fundraising increase?
A: TBD
4. Q: The RFQ mentions, "strategic briefing and communication materials." Our strategic communications process includes brand & org audit, comparative org analysis, user journeys/touchpoint maps, brand positioning, and definition of brand story, unique value proposition, and narrative components. Is there anything missing from that list that you would specifically desire in the "strategic briefing & communications materials?"
A: Communication materials would need to be created as needed in response to new initiatives or other demands as they present.
5. Q: The RFQ requests an "effective public speaker, and presenter." While we are absolutely comfortable speaking publicly and talking to the press, we're curious about any details you can provide as to the extent and conditions of this request.
A: This has been removed from the RFQ.
6. Q: In regard to the Public Relations component of the RFQ, are you specifically seeking a firm or individual with press relationships in the Atlanta area?
A: This would be ideal.
7. Q: What are the expectations for the scope of social media management over the course of the year contract? (e.g. absolute daily posts and comment management, occasional posts, a content strategy for deployment by Partners for Home staff, etc?)
A: Management of posts and comments.
8. Q: Is there a desire to run an advertising or paid marketing program of any kind? If so, is there a predetermined budget
A: No
9. Q: Is there an expectation for video production within this scope?
A: Potentially – it is based on the communications plan developed.