

PARTNERS FOR  HOME  
Request for Qualifications

Partners for HOME  
818 Pollard Boulevard SW, Third Floor  
Atlanta, GA 30315  
[www.partnersforhome.org](http://www.partnersforhome.org)

## Introduction

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Partners for HOME (PfH), on behalf of the Atlanta Continuum of Care (CoC), releases this Request for Qualifications (RFQ) for a Communications Support Contractor to provide communication and marketing services. The selected Respondent can be either an individual or an organization meeting the requirements outlined in the scope of services. PfH is a nonprofit organization that serves as the Collaborative Applicant for the Atlanta CoC — a Housing and Urban Development (HUD) program that promotes community-wide commitment to the goal of ending homelessness and provides funding for efforts by nonprofit providers and state and local governments to quickly rehouse people impacted by homelessness. Its mission is to coordinate a comprehensive crisis response system to end homelessness in the City of Atlanta.

## Submittal Deadline and Inquiries

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All responses to this RFQ must be submitted electronically by **5 p.m. on Monday, February 12, 2024**. Responses after this time will not be considered.

Responses must be in PDF format.

All questions regarding this RFP must be received in writing. All such written inquiries must be delivered electronically by **5 p.m. on Friday, February 9, 2024**. All respondents to this RFP will be provided access to or a copy of all received written inquiries and PfH's responses to those inquiries via the PfH's website.

Please address the inquiries and responses to Jasmine Rockwell Heard, senior grants manager, at [grants@partnersforhome.org](mailto:grants@partnersforhome.org).

## Professional Fee

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While the Respondent will be asked to provide an estimated lump sum fee for the requested services, final fees will be negotiated following the selection of the Respondent. If fee negotiations with the Respondent determined most qualified are not successful, and/or the fees discussed are outside the budgetary constraints for the project, PfH reserves the right to suspend negotiations with the most qualified Respondent and proceed to other Respondents.

The Respondent will also be expected to provide a summary of assumptions used to determine its fee, including — but not limited to — team, hours and resources required from PfH and services to be included. Services can be outlined in an a la carte menu style to support the lump sum proposal.

## Scope of Services

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The scope of services to be provided by the selected Respondent will include the following elements:

- Produce a communications and marketing strategy for Partners for HOME.
- Oversee traditional and new media, web and graphic design, and branding efforts.

- Present a compelling case to catalyze interest, link donor aspirations to needs, and secure support.
- Distill complex information into a simple, clear message using relevant examples, stories, and community information that resonate with donors, volunteers, and partners.
- Develop strategic briefing and communication materials.
- Write clearly and concisely, using multiple platforms to reach diverse audiences.
- Develop and implement a comprehensive year-round communication plan to keep supporters, partners, and stakeholders informed and engaged.
- Execute the development and implementation of social marketing, public and media relations, website content, communication/resource development materials, and brand management.

## Term

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This is a one-year contract with a target start date of 3/1/2024.

## Application

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The application narrative should not exceed three pages, single-spaced, with one-inch margins and an 11-point font.

The narrative should address the following (be specific):

- Summarize your expertise and ability to meet the requirements outlined within this RFQ's Scope of Services.
- Discuss your experience and success with implementing the elements described in the scope of services. Please provide specific examples from prior communications and marketing strategies.
- Provide a cost proposal in PDF format based on the scope of services.
  - The budget may be in a spreadsheet, and the budget narrative may not exceed one page, single-spaced, with one-inch margins, and in 11-point font (not included in the three-page application narrative count).

## Evaluation Metrics

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PfH will convene an evaluation committee to evaluate each proposal submitted by a Respondent. At the discretion of PfH, follow-up interviews may be conducted with the highest-ranking Respondents prior to the evaluation committee making a final selection.

## Selection Process

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Once the Responses are reviewed, a shortlist will be compiled by PfH. Interviews may be conducted with the Respondent(s) determined to be the most qualified, and additional information may be required at that time. Negotiations will begin with the Respondent(s) selected to be the most suitable.

Selected Respondent(s) must be prepared to enter negotiations for services outlined in this RFQ.

## Evaluation & Acceptance of Statement of Qualifications

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PfH reserves the right to reject any and all responses, to amend the Request for Qualifications and the process itself, or to discontinue the process at any time.

## Terms and Conditions

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All proposals and supporting materials as well as correspondence relating to this RFQ become property of PfH when received. Any proprietary information contained in the Response should be so indicated. However, a general indication that the entire contents, or a major portion, of the proposal is proprietary will not be honored.

A. All applicable State of Georgia and federal Laws, City and County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the Respondent and project throughout and are incorporated herein. The contract with the selected Respondent, and all questions concerning the execution, validity or invalidity, capability of the parties, and the performance of the contract, shall be interpreted in all respects in accordance with the laws of the State of Georgia.

B. Professionals requiring special licenses must be licensed in the State of Georgia, and shall be responsible for those portions of the work as may be required by law.

C. Sub-Respondents as part of the Project team must be clearly identified in the Response, including roles, resumes of key personnel and project references.

D. No Response shall be accepted from, and no contract will be awarded to, any person, Respondent, or corporation that (i) is in arrears to PfH, Invest Atlanta or the City with respect to any debt, (ii) is in default with respect to any obligation to PfH, Invest Atlanta or the City, or (iii) is deemed irresponsible or unreliable by PfH. If requested, the Respondent shall be required to submit satisfactory evidence that they have the necessary financial resources to provide the proposed services.

E. From the date PfH receives a Respondent's proposal through the date a contract is awarded to a Respondent(s), no Respondent may make substitutions, deletions, additions or other changes in the configuration of Respondent's proposal or members of Respondent's team.