



Pennsylvania Coalition Against Domestic Violence Request for Proposals

Establish a baseline of understanding and attitudes about domestic violence and prevention among native Spanish speakers in Pennsylvania, and develop and test language and messages to increase awareness and motivate people to take supportive action.

I. BACKGROUND

PCADV: Brief History

The Pennsylvania Coalition Against Domestic Violence (PCADV) is a statewide collaborative membership organization committed to ending intimate partner violence and all forms of violence against women. A private, nonprofit 501(c)(3) organization with a statewide office in Harrisburg, PCADV's network includes 59 local domestic violence programs providing services to victims and survivors in all 67 Pennsylvania counties.

Objective of RFP

The Pennsylvania Coalition Against Domestic Violence (PCADV) seeks proposals from marketing or communications consultants or firms, preferably located in Pennsylvania. PCADV recently completed a two-part messaging study that sought to 1) understand what people think of when they hear domestic violence (DV) and DV prevention and 2) what messaging would be successful in explaining DV and DV prevention to a general population. We would like to duplicate this study for Latino/Hispanic communities in Pennsylvania and develop messaging in Spanish in written and social media materials to connect with communities to talk about domestic violence and prevention.

Our goal is to identify a partner who can offer full-service assistance, including research and focus groups, message testing, and recommendations that will provide the best overall quality and value to PCADV. We understand that details may be subject to change upon consultant recommendation or suggestions of more optimal solutions. In your proposal, please feel free to suggest alternatives where appropriate.

II. SCOPE OF WORK

The selected consultant will be responsible for:

- Meet with PCADV to learn about the project and desired outcomes.
- Based on an initial meeting, develop a budget, timeline, and action plan.
- Conduct focus groups and research with targeted audiences to identify current thoughts about domestic violence and prevention
- Identify which media platforms are most commonly used by Latinos/Hispanics
- Develop words and messages to convey what domestic violence and domestic violence prevention are, and test those words and messages with the target audience
- Develop a strategy for messaging implementation and distribution.
- Provide a summary report and toolkit based on findings.

Budget

PCADV currently has a budget of \$50,000 for this project. We hope to identify additional funds as the project continues. We realize \$50,000 may not cover the entire project, so please be realistic in your estimate and submit a detailed budget that includes a breakdown of costs (i.e., staff time, money for incentives, etc.). For each cost included, provide a 1-2 sentence summary of the cost and its relevance to the project.

Project Timeline

The project timeline is one year, from April 2024 to April 2025. Please also be realistic about what can be accomplished during this time frame.

III. QUALIFICATIONS

Prospective consultants must possess the following qualifications:

1. Demonstrated expertise in communications research and messaging.
2. Extensive experience working both in urban, rural, suburban Latino/Hispanic communities.
3. Proven ability to complete the project as outlined in the statement of need.
4. Lived experience as a member of the Latino community.

IV. PROPOSAL REQUIREMENTS

Interested consultants are requested to submit a comprehensive proposal addressing the following:

1. Overview of the organization and key personnel on this project, highlighting your experience working with Latino communities.
2. Description of the organization's services, participant recruitment, analytics, and reporting capabilities.
3. Examples of previous projects demonstrating your understanding of and engagement with the Latino community.
4. Proposed approach to achieving the project goals, considering the unique needs of Latino communities.
5. At least two references attesting to your work.
6. Signature by an authorized representative.
7. A standard set of engagement terms and conditions. All terms and conditions will be subject to negotiation.

V. PROPOSAL SUBMISSION DEADLINE:

Email your proposal in a PDF format to Kristen Herman, Director of Prevention, at kherman@pcadv.org no later than 5:00 pm EST on March 11, 2024

1. Proposals must cover the period from April 2024 – April 2025.
2. Proposals must remain valid until March 31, 2024.

VI. SELECTION FACTORS

PCADV reserves the right, in its sole discretion, to reject any responses and to waive any irregularity or informality in any response.

Selection criteria include:

1. Demonstrated experience working with the Latino community
2. Relevance of past projects
3. Approach to addressing the project goals
4. Project budget and timeline
5. Professional references

Questions about this RFP may be directed to Kristen Herman, Director of Prevention, at kherman@pcadv.org.