

Multimedia Consultancy Request for Proposal

Purpose

AFP Ottawa is seeking proposals from qualified consultants or firms to provide social media management services. The selected consultant will support the Chapter's strategic messaging, member engagement, event promotion, and governance through high-quality digital communications.

About AFP Ottawa

AFP Ottawa is a volunteer-led, nonprofit organization and affiliate of AFP Global. With more than 26,000 members globally and roughly 200 members in the Ottawa region, AFP promotes effective and ethical philanthropy by providing advocacy, research, education, and collaboration opportunities.

Scope of Services

The consultant will report to the Chapter's Communications Chair and collaborate with the Chapter Secretariat and Web Admin Consultant. Services include but are not limited to:

1. Strategy & Branding
 - 1.1. Ensure alignment with AFP Global and AFP Canada identities.
 - 1.2. Maintain digital accessibility standards.
 - 1.3. Advise on digital communications trends and best practices.
 - 1.4. Schedule and execute social media content on the Chapter's various platforms (e.g. Facebook, LinkedIn, Instagram, BlueSky, etc.)
 - 1.5. Action social media content requests within three working days, or sooner if needed.
2. Event & Campaign Support
 - 2.1. Support the Communications Chair in creating a strategic communications calendar and content coordination.
 - 2.2. Review Chapter content calendar to ensure continuity of voice
 - 2.3. Collaborate on promoting signature events (Fundraising Day, Philanthropy Awards) and other initiatives.
 - 2.4. Optimize communication channels using audience segments.
 - 2.5. Draft content for communication campaigns for Chapter projects and activities, as required.
3. Newsletter Production
 - 3.1. Work with the Communications Chair to produce and execute the monthly newsletter. Experience with Constant Contact preferred.
 - 3.2. Coordinate content and manage production schedules.
 - 3.3. Ensure accessibility and visual consistency.
4. Website Management
 - 4.1. Proactively monitor and update website content and work with portfolio chairs to keep content relevant and up-to-date and ensure accessibility.
 - 4.2. Action content update requests within three working days, or sooner if needed.
 - 4.3. Support structural website changes in collaboration with the Web Developer.
5. Reporting & Analytics
 - 5.1. Provide quarterly performance reports on digital campaigns, website engagement, newsletter and social media metrics to the Board of Directors.
 - 5.2. For signature events provide performance reports on a monthly basis, or as

- requested by the Portfolio Chair.
- 5.3. Deliver post-campaign reports with actionable insights to the Communications Chair or as requested by a Portfolio Chair.
 - 5.4. Maintain up-to-date platform login credentials.
 6. Other
 - 6.1. Provide training on accessing platforms, as required.

Term of Contract

July 1, 2025 – June 30, 2027

With the possibility of extension and renewal.

Budget & Compensation

Monthly rate: To be proposed by the consultant

Proposal Requirements

| Requirement | Detail |
|--------------------|--|
| Technical Proposal | <ul style="list-style-type: none"> ● Cover letter ● Company/consultant background and relevant experience ● Approach to social media management and digital communications ● Examples of past work with nonprofit organizations (if available) |
| Financial Proposal | <ul style="list-style-type: none"> ● Proposed monthly rate and breakdown of services |
| References | <ul style="list-style-type: none"> ● Contact information for two references |

Timeline

| Step | Action | Deadline |
|------|--|----------------|
| 1 | RFP issued | March 25, 2025 |
| 2 | Deadline for submission of questions | April 1, 2025 |
| 3 | RFP submission deadline | April 8, 2025 |
| 4 | Proposals are reviewed by the AFP Ottawa Chapter Ad Hoc Review Committee | April 18, 2025 |
| 5 | Ad Hoc Review Committee coordinates interviews | End of April |

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|---|--|---------------------------------|
| 6 | Ad Hoc Review Committee makes selection and references are conducted | End of April - Beginning of May |
| 7 | Anticipated start | July 1, 2025 |

Evaluation

| Component | Weight |
|--------------------|---------------|
| Technical Proposal | 60% |
| Financial Proposal | 40% |

Submission Guidelines

Please submit the information outlined in this request for proposal to Barbara Best, Chapter Secretariat. The submission deadline is April 8, 2025.

Barbara Best

Association of Fundraising Professionals, Chapter Secretariat

Email: secretariat@afpottawa.ca