



IAP2 – PRAIRIES CHAPTER

REQUEST FOR PROPOSALS (RFP)

For the development of an Outreach Marketing Strategy

RFP Issued: March 21, 2023

Proposal Deadline: April 14, 2023

Contract Award: April 21, 2023

Final Strategy Delivered: July 31, 2023

1. INTRODUCTION

IAP2 – Prairies Chapter

The Prairies Chapter of the International Association for Public Participation (IAP2) was established in September 2012, with the first Board of Directors elected in January 2013. The Chapter now includes over 150 IAP2 Canada members in Manitoba, Saskatchewan and Northwest Ontario. Our Chapter is overseen by a member-elected volunteer Board of Directors who are passionate about good public participation (P2) practice.

The mission of our Chapter is consistent with IAP2 Canada (www.iap2canada.ca). The purpose of the Prairies Chapter is to enable P2 and stakeholder engagement practitioners across Manitoba, Saskatchewan and Northwest Ontario to:

1. Build a community of P2 practitioners in the Prairies region;
2. Encourage good P2 practice within region organizations;
3. Facilitate cost-effective and accessible public participation training; and
4. Organize events and activities that will benefit public participation practitioners.

2. REQUEST FOR PROPOSALS

The need for open, respectful dialogue about issues and projects that impact people and their communities has perhaps never been greater. By providing opportunities for the public to explore all sides of an issue, share what matters to them and enable their voices to be reflected in decision-making, good P2 practices can unite rather than divide communities when tough decisions are required.

We're looking to grow our membership and raise the profile of the IAP2 Prairies Chapter! Can you help?

We invite firms to share their interest in developing an outreach marketing strategy for our Chapter.

At a high-level, this strategy will:

- Identify key and diverse target audiences, including organizations, communities, institutions and orders of government that would benefit from conducting public participation and stakeholder engagement activities within our region;
- Outline an approach for creating awareness and interest amongst these audiences in the value of good P2 as well as the role our Chapter can play in supporting good P2 practice; and

- Help us attract new members and grow our Chapter over the next couple of years and encourage P2 best practice in organizations, communities, institutions and other audiences across the Prairies region.

Once the successful firm is selected, a committee of the Board of Directors will meet and provide an overview of what we want to achieve. We'll work with you to identify specific goals and objectives.

IAP2 Prairies Chapter may consider an extension to the contract with the successful proponent to provide services to assist with implementation of the strategy.

Timing: We'd like to have the strategy in place by the end of July 2023 and begin implementing shortly after.

Proposal Requirements:

1. Please complete the cover sheet on the last page of this RFP and submit it with your proposal.
2. Please keep your proposal brief – no more than five pages (not including the cover sheet and project examples). Please include the following:
 - An overview of your firm. Please provide two examples of similar projects completed in the past three years including the scope of services, timeline and a reference for each project;
 - Why you're interested in working with us;
 - A high-level identification of audiences (e.g., who we should target);
 - Your proposed approach for audience assessment, messaging and tactic selection (how would we reach the audiences you've identified);
 - Schedule: let us know when we could expect a first draft, how you want to work with us to exchange feedback and when we could expect the final product;
 - Any value-added services and innovation you are able to offer;
 - Proposed budget; and
 - References.
3. Please attach team member resumes and, if you wish, any other information you think is relevant to this project as appendices to your proposal.

Important Considerations:

This is a request for proposals only and not a tender or an offer of a contract. A contract may or may not be awarded at the sole discretion of the IAP2 Prairies Chapter Board based on the proposals received.

IAP2 Prairies will select from the submitted proposals and negotiate a contract with the successful proponent for the development and delivery of the strategy.

Privacy Statement: The information provided in your submission will be used for the sole purpose of selecting a service provider to fulfil the requirements of this RFP. Proposals will be kept for reference by the Prairies Chapter for 6 months following proposal deadline. We are happy to return them to you after that time.

The budget for strategy development shall not exceed **\$5,000 CDN, including GST**.

EVALUATION CRITERIA

Proposals will be evaluated by IAP2 Prairies Chapter using a best value approach. This evaluation will include an assessment using the following ratings:

CRITERIA	POINTS
• Quality/completeness of submission	20
• Proposed Approach	30
• Demonstrated experience and qualifications	20
• Fee	20
• Dates/availability	10
Total Points Available	100

SCHEDULE OF REQUIRED DATES

Any questions about this Request for Proposals should be directed to the IAP2 Prairies Chapter via email to prairies@iap2canada.ca; in care of Samantha Mark by **Friday, March 31st at 12:00p.m. (CST)**. **One set of responses to all questions received by that date will be circulated to all proponents.**

All proposals must be received by the IAP2 Prairies Chapter by **Friday, April 14th, 2023 at 12:00 p.m. (CST) to be considered.**

Submissions must be forwarded as a single pdf file. No information may be incorporated by reference.

IAP2 Prairies Chapter plans to evaluate and respond to all proposals by **Friday, April 21st, 2023.**

On behalf of the IAP2 – Prairies Board, thank you for your interest!

Proposal Cover Sheet: Please include this sheet with your proposal

Contact Name:	
Title:	
Organization:	
Mailing/Street Address:	
Phone:	
Email:	
In 500 words or less, tell us what good P2 means to you.	