



**Request for Proposals
Scholarship Program Marketing and Engagement Consultant**

RELEASE DATE:	August 13, 2021	REPORTS TO:	Scholarships Officer
EMPLOYMENT TYPE:	Contract	PROJECT DURATION:	September 7, 2021 – April 30, 2022 with possibility for extension
JOB LOCATION:	Indianapolis, IN*		

Central Indiana Community Foundation (CICF) seeks an experienced consultant to create and implement strategic marketing and engagement solutions for its scholarship program. Experience in marketing within community, non-profit, and educational environments is required.

BACKGROUND AND PURPOSE

CICF’s mission is to mobilize people, ideas and investments to make this a community where all individuals have the opportunity to reach their full potential – no matter place, race or identity. CICF is committed to academic success for students through the power of scholarships. Our scholarship program makes awards that are impactful and often renewable to increase students’ chances of academic and financial success. With more than 100 scholarship funds under management, ranging from \$500 to full tuition, our scholarships help countless individuals overcome the obstacles that stand between them and successful outcomes.

The 2021-2022 scholarship season is underway and we seek to immediately enhance our scholarship marketing and engagement efforts to better align with the unique criteria for each of our diverse pool of scholarship funds. Eligible students range from first-generation high school graduates pursuing a four-year degree program to adult learners seeking vocational certifications after exiting the criminal justice system. For more information about CICF’s scholarship program, please visit the website at www.cicf.org/scholarships.

ANTICIPATED SCOPE OF WORK

- Assess current scholarship marketing and engagement strategies and make recommendations to fully leverage CICF’s existing strategies and connections
- Create, document, and implement comprehensive marketing and engagement strategy for the CICF scholarship program, including timeline, contacts, and budget. This strategy will focus on:
 - non-traditional students, including first-generation college students, adult learners, and residents impacted by the criminal justice system
 - vocational, technical, two- and four-year degree programs, as well as GED/HS preparation programs
 - statewide marketing targeting rural and other hard to reach populations
 - strategies to maximize social media and other creative marketing platforms
- Establish and/or cultivate impactful partnerships with high school career centers, community partners, and key post-secondary institutions
- Recruit and coordinate scholarship reviewers for spring review committees

- Support Scholarship Review Committee Final Selection Process
- Support onboarding of new scholarship coordinator

QUALIFICATIONS AND KEY SKILLS FOR SUCCESS

- Marketing
- Connection w/ Black community and grassroots organizations
- Strategic thinker
- Familiarity with foundations/donors/philanthropic world
- Familiarity with secondary and post-secondary institutions/opportunities, including career centers
- Bachelor's degree required

TIMEFRAME

August 13, 2021	RFP Released
August 23, 2021 (Noon EST)	Proposals Due (<i>proposal review will begin immediately upon receipt</i>)
August 16 – 31, 2021	Select Interviews
September 7, 2021	Contract Begins
April 30, 2022	Contract Concludes

**estimated 50-60 hours per month with 50% reduction in time last three months of contract*

PROCESS AND OVERSIGHT

All RFP questions and applications should be forwarded to Janeen Butler at janeenb@cicf.org. Ms. Butler will also serve as the lead contact in oversight of the scholarship marketing and engagement project.

PROPOSAL CONTENT REQUIREMENTS

In an effort to ensure maximum comparability, we request that all responses to the RFP be organized in the manner and format described below:

1. **Executive Summary.** Describe your understanding of the work to be performed in this evaluation, as well as you/your firm's ability to perform the work.
2. **Description of your previous work.** Detail your professional expertise and experience in marketing in the education, nonprofit, and/or community settings. Please include contact information for three professional references.
3. **Fees/Budget Overview.** Provide an estimate of fee for services, including an hourly rate when quoting costs.

WORK LOCATION*

The Scholarship Program Marketing and Engagement Consultant will be required to collaborate with the CICF Scholarship team and make periodic site visits (virtual or in-person) to partner schools/organizations as needed. Otherwise, the consultant may work off site. The consultant will be responsible for all travel costs to and from CICF's offices and partner organizations.

PROPOSAL SUBMISSION

Interested consultants or firms should submit proposals via email no later than noon EST on August 23, 2021 to:

Janeen Butler

Scholarship Officer

Central Indiana Community Foundation

janeenb@cicf.org