

Indiana Youth Services Association

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IYSA's Anti - Human Trafficking Campaign

March 10, 2020

Indiana Youth Services Association (IYSA), a statewide non-profit is seeking vendors that can execute a large media campaign for our ITVAP – Indiana Trafficking Victims Assistance Program. We are accepting proposals in response to this request for proposal (RFP).

IYSA Mission and Vision

IYSA believes every young person has spirit and potential. We build systems and processes that drive positive youth development by supporting the Youth Service Bureaus (YSB) and their programs. IYSA's global prospective enhances local impact.

Indiana Youth Services Association advocates for children and families of Indiana by enhancing it's members abilities to implement the core roles of youth advocacy, delinquency prevention, information and referral, and community education.

The Indiana Trafficking Victims Assistance Program works to identify and provide comprehensive services to victims (24 and under) of trafficking or sexual exploitation.

The targeted audience for this project is youth (24 and under) that may be or are in danger of being trafficked in the state of Indiana and to provide information about how they can receive victim services.

Current marketing activities

Our current social media marketing initiatives are as follows:

Currently we have implemented one social media campaign during the month of January 2020. This campaign used myth vs. fact as a strategy and the #stoptraffickinghoosiers. IYSA uses Facebook, Twitter and Instagram to share news and educational articles pertaining to human trafficking.

Challenges

The challenges we've faced to achieving our goals are as follows:

Finding an effective method that targets youth so they can protect themselves from being trafficked, identify themselves or others that are at risk of being trafficked. Identify where and how they can receive help if they are being victimized.

Project purpose and description

The purpose of this project is to create an all-encompassing campaign to reach as many youth (24 and under) in the state of Indiana using creativity and unique media avenues with the messaging that can help youth identify themselves or others that are being trafficked or are in danger of being trafficked and access victim services.

This project requires:

- Creation of the campaign used multiple media platforms.
- Management and reporting of the campaign including
 - Execution of all posting
 - Monitoring all activity and engagement

Goals for this project:

- To creatively reach youth (24 and under) with a message that educates them on human trafficking
- Encourage youth to be able to self-identify as being trafficked
- Assist youth in knowing where to get help
- Empowering youth to get help

Proposal guidelines

In order to be considered for IYSA Anti-Human Trafficking Campaign, all bidding agencies must:

- Include a price proposal for the work, which should be no more than \$100,000.00
- Outline a project timeline, including details such as key milestones and deliverables
- Itemize all work and expenses
- Submit the application no later than March 28, 2020.

Bidder qualifications

In order to be considered for IYSA Anti-Human Trafficking Campaign, all bidding agencies must:

- Reference and outline relevant work/project experience in social media marketing
- Demonstrate a working relationship with IYSA
- Provide a list of all personnel who will be working on the project—include resumes for each individual

Timelines

Request for proposal timeline

Proposals in response to this RFP are due by March 28, 2020.

Evaluation of proposals will be conducted from March 29, 2020 until April 3, 2020. Bidders will be notified during this time if any information or discussions are needed.

The winning proposal will be chosen no later than April 5, 2020.

Upon notification, the contract negotiation with the winning bidder will begin. Contract negotiations will be completed by April 10, 2020.

Notifications to bidders who were not selected will be completed by April 5, 2020.

Project timeline

Project initiation phase must be completed by April 25, 2020.

Project planning phase must be completed by May 22, 2020. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

Proposal evaluation

IYSA will rate each application based on the following factors:

Provide samples of past work with similar subject, please provide a link for review.

Creativity on methods in reaching the youth of the state with the anti-human trafficking message.

Cost vs. value: Bidding agencies will be evaluated on the cost of their proposals based on the outlined scope of work

Please submit all proposals Michele Whelchel at mwhelchel@indysb.org by March 28, 2020