

Contracted Communications Support: Request for Proposals

Date: March 7, 2018

Request for Proposals

Momentum requires the support of a communications contractor to:

- Develop and publish digital content to share with the Thrive community (newsletters, social media, blog posts, website updates)
- Produce short videos
- Develop digital marketing campaigns

The successful contractor will be familiar with Community Economic Development and have experience telling great stories related to creating social impact in community.

Organization Background

Momentum is a community economic development (CED) organization utilizing innovative approaches to poverty reduction. We use financial literacy, skills training, and small business development as tools to empower people as they exit poverty.

Thrive is a community initiative of Momentum with a mandate to build a thriving, resilient, and inclusive economy for all. Thrive works with local economy leaders, entrepreneurs, and neighbourhood champions to advance community economic development within Calgary communities. Thrive achieves this through systems change work, CED education, CED business training, and through the hands-on development of emerging CED initiatives in community.

Project Background

Thrive has existed since 2002 but has recently redeveloped its strategy. As a result, Thrive has developed new offerings which need to be reflected through its communication channels. The brand strategy has been developed and now Thrive seeks support with implementing its marketing strategy.

Description of Services:

- Leverage communication channels to build demand for Incubator and Accelerator programs
- Post Thrive newsletters including editing, layout and publication
- Social media management including scheduling posts, monitoring activity, coordinating activity within the team to grow Thrive's reach; support program intake
- Content generation
 - Write blog articles
 - Write case studies on identified CED topics
 - Website updates
 - Video production on identified CED topics
 - Email auto-responders

- Support content creation for CED resources
- Research in CED
- Edit articles written by team
- Support Google AdWords campaigns

All communications are intended to:

- Celebrate local CED initiatives
- Grow awareness for identified CED activities (eg: place-based CED, local investing, procurement, Indigenous ways of being, and new policy initiatives)
- Promote upcoming events and programs

Contract Deliverables:

- Thrive newsletter published regularly (every 4-8 weeks)
- Blog content published bi-weekly
- Video content published monthly
- Grow reach of social media channels
- Two case studies published
- Website updated to reflect the diversity of Thrive's work
- Increased traffic to Thrive's website

Contract Timeline:

- Contract start date estimated end of March 2018 (negotiable)
- Estimated 15 hours per week
- Contract concludes December 21st, 2018

The applicant(s) will submit a proposal which will include the following:

- Resume which outlines qualifications
- Cover letter describing interest in this work
- Examples of similar work
- Anticipated compensation
- Client references

Proposals must be submitted by **Wednesday March 21st, 2018 at 4:00pm** to:

Erin Melnychuk
Business Development Manager
Momentum
#16, 2936 Radcliffe Drive SE
Calgary, AB T2A 6M8

Phone: (403) 204-2693
Email: erinm@momentum.org

Additional Information

For more information about Momentum please visit:

www.momentum.org

www.thrivecalgary.org

[@thrivecalgary](#) (Facebook, Twitter, Instagram)