



## Relocation Marketing Campaign

### Addendum 1: Submitted Questions & Answers as of 12.12.24

Submissions Due: December 18, 2024 at 12:00 PM PST

1. **Question:** How does MMC define a successful campaign? (What specific measures or outcomes will determine the campaign's success?)  
**Answer:** Value of proposal/price per impressions is the most heavily weighted evaluation metric. The total number of people who were exposed to the campaign is high on our list. A broad reach increases the likelihood of achieving desired outcomes of people hearing the message of where to find the Marjaree Mason Center.
2. **Question:** Are there deliverables within the \$50,000 budget that MMC considers essential versus optional?  
**Answer:** Items 1 and 2 are under the scope of services are essential.
3. **Question:** Does the \$50,000 budget include external expenses, such as print materials, media buys, and ad spend, or is there a separate allocation for these?  
**Answer:** \$50,000 is the total budget for everything included in the scope of services including print materials, media buys and ad spend.
4. **Question:** Is there a suggested or minimum allocation for ad spend and media buys?  
**Answer:** No, but this will be evaluated under the "Value of Proposal" factor outlined under Evaluation Guidelines.
5. **Question:** What is the official relocation date?  
**Answer:** We will hold a grand opening on 2/4 and it is expected that all services will be relocated by that date.
6. **Question:** Can you provide details on key milestones or phases of the move? For example:
  - Construction/tenant improvements completion date.  
**Answer:** We will have a certificate of occupancy by the end of December. Construction will be complete.
  - Key personnel or services transition dates.  
**Answer:** This plan is in progress. We will move one department at a time.
  - Exit date from the current location.  
**Answer:** This plan is in progress. We will move one department at a time. We expect services to be completely moved by the grand opening date.
  - Ribbon cutting, grand opening, or reintroduction event.  
**Answer:** 2/4/24
7. **Question: Who are the key audience categories for the relocation communication, and what unique messaging angles should be emphasized for each? For example:**
  - **Existing Supporters and Donors:** Ensure continuity of services and build excitement for growth.
  - **Existing Service Recipients:** Inform about continuity of services at the new location.

- **Prospective Service Recipients:** Highlight availability and how to access services at the new site.
- **Key Stakeholders:** Reassure them that the move strengthens MMC's mission.

Are these audience categories and messaging angles correct? Are there any edits or additions to this list?

**Answer:** All are correct, but the highlighted point above is probably our biggest concern. We need clients to know how to find us. We average 300 crisis drop-ins per month, many who need an immediate safe place to go.

8. **Question:** Does MMC have data or insights on which communication strategies and tactics have been most effective for these audiences in the past?

**Answer:** Unfortunately, no. We rarely have any funding for these types of advertising campaigns. On our last campaign, we did receive feedback that the Spotify/streaming ads were being heard.

9. **Question:** What plans or strategies does MMC's internal team have for communicating the relocation to key stakeholders and audiences?

**Answer:** Social media, email blasts, signage on current building, address change on all marketing collateral and business package, public relations, website homepage banner ad.