



Request for Proposals
Relocation Marketing Campaign
Submissions Due: December 18, 2024 at 12:00 PM PST

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Introduction and Company Background

The Marjaree Mason Center (MMC) is a 501(c)(3) organization that, for over 45 years, has offered safe housing and support services to adults and their children affected by domestic violence in Fresno County, California. Our organizational origins date back to 1904 when the charter members of the YWCA Fresno formed.

In 1978, Marjaree Mason was 36 years old and was a volunteer of the YWCA at the time. She had her entire life ahead of her. She was a native of Easton, a graduate of Washington High School and Reedley College, and was well known in the community.

In November of that year, Marjaree's joy was overshadowed by the return of her ex-boyfriend – a Fresno County sheriff's deputy named Robert Tillman. Tillman was an imposing presence who refused to go away despite Marjaree's insistence that he leave her alone. Her continued rejection fueled Tillman's rage, which exploded in violence one night as he kidnapped, beat and raped Marjaree before releasing her the next day.

Frightened and confused, Marjaree feared retaliation if she were to report the crime. Convinced by friends to seek medical treatment, Marjaree shared details of her ordeal with hospital personnel, who reported the incident to the Sheriff's Department. Before an investigation was launched, Tillman once again kidnapped and assaulted Marjaree, ultimately fatally shooting her before turning the gun on himself.

Marjaree Mason's tragic death gained national attention, shining a spotlight on domestic violence and galvanizing the Fresno community into taking action to ensure that no one would suffer the same fate.

In 1979, the YWCA Fresno transitioned to being recognized as the Marjaree Mason Center, and has since worked tirelessly to provide a safe, supportive environment for those exposed to domestic violence. The 501(c)(3) status was officially changed when the organization formally ended ties with the YWCA in 1998.

Mission

The Marjaree Mason Center supports and empowers adults and their children who have been impacted by domestic violence, while striving to prevent and end the cycle of abuse through education and advocacy.

Vision

A community free of domestic violence.

Core Values

- **Integrity** – We are committed to high ethical standards of confidentiality, honesty, transparency and accountability.
- **Empowerment** – We respect and nurture the resiliency of individuals to achieve recovery, healing and growth.
- **Dedication** – We value the history and longevity of our organization, commitment to sustainability and work towards a community free of intimate partner violence.
- **Collaboration** – We believe in fostering community partnerships in order to contribute to inclusivity and equality.

As the only comprehensive domestic violence services agency in Fresno County, the Marjaree Mason Center provides 24/7 crisis response, housing, legal advocacy, counseling and education to survivors, youth and those who have caused harm. MMC currently operates out of 8 locations in Fresno County with 100 employees. The Center has a total of 168 beds in two safe houses that are consistently at or above capacity. Last year, MMC served over 8,000 adults and children from Fresno County and provided more than 87,000 nights of safe shelter. The Center serves all victims of domestic violence (including all genders, family design, sexual orientation, etc) through a variety of services including:

- 24/7 hotline
- Mobile crisis response
- Victim advocacy
- Assistance with restraining orders and Court accompaniment
- Individual and group mental health services
- Emergency and transitional shelter
- Rapid Rehousing
- Employment search support
- Child advocacy
- Peer counseling and case management
- Education and training (for youth, teens, adults)
- Domestic Violence 40-hour Certification Program

In addition, we provide services to individuals who have caused harm, such as:

- Anger Management
- Child Abuse
- Parenting

The Marjaree Mason Center has a Board of Directors consisting of 15 volunteer members who have oversight of the organization.

According to the California Department of Justice, among the ten most populated counties in the State of California, Fresno County has the largest per capita calls to law enforcement for domestic violence (13,348 in 2023), with most of those calls coming from within the City of Fresno.

In addition to the growing number of calls to law enforcement and adult homicides that have taken place, Fresno County has experienced domestic violence homicides of teenagers. Teen dating violence is of great concern and education within the schools continues to be a key focus for the Marjaree Mason Center.

The Center's kNOW MORE® program provides site specific, tailored trainings to teachers and students throughout the school year to teach them about dating abuse and how best to combat teen dating violence. Overall, the program goal is to increase awareness of domestic violence while encouraging healthy relationships in teenagers and young adults through education.

Marjaree Mason Center is moving its headquarters and crisis drop-in center from downtown Fresno to 255 W. Bullard, Fresno, CA 93704 and needs to communicate such move to the community. Last year, the Marjaree Mason Center overall served over 8,000 adults and children including over 2,600 crisis drop-ins. These crisis cases require immediate response, intervention, and support, so it's imperative that survivors in the community know where to find the Marjaree Mason Center when they need to.

Overview

Request for Proposal

The Marjaree Mason Center is seeking submissions from professional creative and ad placement firms to provide marketing in regards to our move to a new location. The goal is that this is a target rich approach for the months of February and March 2024 with a light touch from April – July 2024.

Scope of Services

Marjaree Mason Center intends to increase public awareness through a local marketing campaign that will include Public Service Announcements in television, print, radio, billboard, digital and streaming. Materials should be created in English as well as Spanish and methods for marketing will include (but are not limited to) the following:

1. Two PSAs (15 seconds and 30 seconds) communication the move from downtown Fresno to 255 W. Bullard Avenue in Fresno. Guidelines for the PSA are as follows:
 - Developed in multiple languages including: English, Spanish, Hmong and Punjabi
 - Distributed across multiple media platforms including: Television, Radio, Digital and Streaming
 - Should reach communities located throughout Fresno County including metro and rural areas; must also include Clovis and Mendota.
2. A roadside billboard that will share information about the relocation.
3. Printed materials for local partner agencies, community centers, churches, medical offices and law enforcement agencies.

Maximum Budget

Maximum project budget is \$50,000.

Expectations of Qualified Vendor

All interest parties must agree (and contractually confirm) that they agree to the following:

- By responding to this RFP, potential vendors agreed that they are qualified to provide the necessary components of the requested services. If any portion of the engagement is to be outsourced, proposing vendor will be responsible for all performance of and contracts with subcontractor.
- The selected vendor is solely responsible for hiring, monitoring and firing all staff assigned to the services agreement. Contractor agrees to pay in a timely manner all social security and other payroll taxes relating to such compensation and Contractor shall have no claim against MMC for vacation pay, sick leave, retirement benefits, Social Security, worker's compensation, disability or unemployment insurance benefits or other employee benefits of any kind.
- All employees will comply with Marjaree Mason Center's Drug and Alcohol-free and Violence-Free policies.
- No employees with felony convictions and/or any violent offense charges (including but not limited to domestic violence) within the past ten years will be placed on the Marjaree Mason Center contract for marketing services.
- Marjaree Mason Center may receive funding from the federal government to pay for services rendered. By responding to this RFP, proposed vendor agrees that they are NOT excluded from doing business with the federal government. Vendor will provide proof with their response to the RFP.

Required Contract Provisions

While selected vendor should supply and produce their own contract, Marjaree Mason Center has included as **Exhibit A** a sample contract that describes all expected contract inclusions.

Submission Guidelines and Requirements

Timeline

<u>Timeline</u>	
Date	RFI Process Component
December 3, 2024	RFP Issued
December 18, 2024 at 12:00 PM PST	Proposal Submissions Due
December 20, 2024 at 12:00 PM PST	Selections Made/Notifications
February 5, 2024	Tentative Date for Spots to Begin

Submission Components/Deliverables

Please be sure to include the following in your submission:

- Letter of Interest (including firm name, address, email, phone and website address)
- Contact person's name, address, email and phone number
- An overview of the firm's professional experience.
- Names of the individual(s) who will be working on this engagement as our lead customer service representative including the individual(s) responsible for managing the Marjaree Mason Center relationship, ensuring quality assurance and contract compliance.
- Description of any additional consultants that will perform work as part of the proposal. Please provide name, title and relevant experience for each.
- Describe your experience in relocation marketing.
- A clear statement demonstrating the firm's understanding of scope of service sought.
- Description of implementation timeline including a specific list of tasks, dates and who will be responsible for completing the tasks.
- Define your pricing structure (including third party costs), itemize where possible, and include all deliverables associated with each itemization. Define estimates for all variable costs, and billing structure.
- Census of the company or individuals involved that includes, but not limited to:
 - a) Race
 - b) Ethnicity
 - c) Age
 - d) Disability
 - e) Gender
 - f) Sexual Orientation
 - g) Tribal Affiliation
 - h) Lived Experience with Domestic Violence and/or Homelessness (if tracked)
- Please demonstrate how your company cultivates and maintains a culture of inclusion and belonging and how its principles and workforce are diverse, sharing Marjaree Mason Center's commitment to inclusion, diversity, equity and accessibility, as well as diverse sourcing of suppliers.
- A list of at least three clients for whom you have provided similar marketing services for within the past 2 years.
 - a) Include the client name, contact name, email, and phone number and project description.
- Include a sample contract and expected contract inclusions.

Submission of Responses

Please submit an electronic version to: Ashlee Wolf, Director of Philanthropy and Communication

Email Address: RFP@mmcenter.org

Email Subject: Response to RFP for Relocation Marketing Campaign

Evaluation Guidelines

Submissions received after the deadline will be immediately rejected. All submissions will be evaluated by a committee made of members of the Marjaree Mason Center Board of Directors, Leadership and Development and Communications Staff. The factors that will be taken into consideration are:

- Completeness of submission (5%)
- Experience of Firm (10%)
- Price (20%)
- Value of Proposal (Price per impressions) – Include any donated of value added time and

- space (30%)
- Production Timeline (25%)
- References (10%)

MMC may at any time choose to discontinue this RFP process without obligation to any firm.

MMC may choose not to disclose reasons for the rejection of any given submission.

Pricing

Submissions should include a breakdown of the applied pricing system(s) such as whether jobs are priced per project, by the hour, or a combination. Include a detailed description of the process and all revision rounds allowed in the pricing structure. All prices for consultancy, custom design, and development should include a binding “not to exceed” price option. If optional components are proposed, these should be clearly marked, listed, and priced separately.

Contact Information

All questions must be directed to:

Ashlee Wolf

RFP@mmcenter.org

(559) 487-1313

The preferred method of communication is email.