



# Area Agency on Aging, Inc.

S P E C I A L I S T S I N A G I N G

## REQUEST FOR PROPOSALS

### Marketing & Communications Services for Friendly Helper Program

#### Overview

Region IV Area Agency on Aging (RIV AAA) has been awarded a Community Care Corps (CCC) grant to launch and expand its Friendly Helper Program (FHP). The FHP aims to address Health-Related Social Needs (HRSNs) such as social isolation, transportation, food security, emergency preparedness, and caregiver respite for older adults, individuals with disabilities, and caregivers in Berrien, Cass, and Van Buren counties in Southwest Michigan.

RIV AAA seeks proposals from qualified marketing and communications firms to develop and execute a comprehensive marketing and outreach campaign. This campaign aims to recruit diverse volunteers and participants, raise community awareness, and promote long-term program sustainability, concluding September 30, 2026.

**Project Objectives** – The selected marketing firm will help RIV AAA to achieve the following objectives:

- Recruit and onboard 75 volunteers from diverse backgrounds by September 30, 2026
- Enhance community awareness and visibility of AAA volunteer opportunities.
- Craft messaging and develop materials that resonate with and support ongoing recruitment and retention of volunteers.

**Scope of Work** – The selected consulting firm will be responsible for:

- **Campaign Development & Strategy**
  - Develop a detailed marketing and communication strategy, including a targeted outreach plan.
  - Create a professional brand identity and messaging framework tailored for diverse community stakeholders for volunteer programs/opportunities aligned to RIV AAA's organizational brand identity.
- **Branding, Collateral, and Implementation**
  - Design branded collateral materials for multi-channel marketing (website, digital, print, social media, radio, video).
  - Manage and execute targeted outreach activities to engage volunteers and participants, collaborating closely with local senior centers, health agencies, and community organizations.
- **Monitoring & Adjustment**
  - Regularly evaluate marketing campaign effectiveness, providing monthly analytics and performance reports.
  - Refine strategies based on ongoing feedback and recruitment outcomes.
- **Sustainability & Transition**
  - Develop reusable branded materials and digital content templates for future outreach.



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SPECIALISTS IN AGING

- Provide training and resources to RIV AAA staff to ensure long-term marketing sustainability.

## Proposal Requirements – Proposals must include:

### 1. Profile – Experience & Qualifications

- Brief history and description of the firm.
- Relevant project experience, particularly in volunteer-based or aging services programs.
- Resumes or bios of key personnel assigned to this project.

### 2. Project Approach & Methodology

- Detailed description of proposed approach, methodologies, and deliverables.
- Clear timeline and milestones aligned with the adjusted project period ending 9/30/26.

### 3. Budget & Pricing

- Detailed budget, including hourly rates and estimated hours by task.
- Clearly identify any anticipated additional expenses.

### 4. References

- At least three references from similar projects conducted within the last five years.

### 5. Attachments (optional but recommended)

- Portfolio examples of previous relevant marketing campaigns, materials, or examples demonstrating creativity, functionality, and aesthetic appeal.

## Selection Criteria – Proposals will be evaluated based on:

- Proven experience in marketing and outreach for community-based, nonprofit, or social service initiatives.
- Demonstrated success in volunteer recruitment and community engagement.
- Ability to effectively engage diverse and underserved populations.
- Reasonableness and clarity of proposed budget.

## Reporting & Accountability

The selected firm will submit monthly progress reports, detailing outcomes, analytics, and planned adjustments. Regular collaboration with RIV AAA staff for feedback and alignment is required.

## Timeline

- **RFP Release Date:** May 19, 2025
- **Proposal Submission Deadline:** June 2, 2025
- **Consultant Selection & Notification:** June 9, 2025
- **Project Kick-Off:** June 16, 2025

**Submission Instructions** – Proposals should be submitted electronically as one PDF document to:

**Mistelle Lanko**



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# **Area Agency on Aging, Inc.**

**S P E C I A L I S T S   I N   A G I N G**

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**Volunteer & Senior Engagement Manager**

**Region IV Area Agency on Aging**

**[mistellelanko@areaagencyonaging.org](mailto:mistellelanko@areaagencyonaging.org)**

**Subject Line: Friendly Helper Project Management Proposal**

**Contact Information** – For questions regarding this RFP, please contact:

**Mistelle Lanko**

**269-982-7734**

**[mistellelanko@areaagencyonaging.org](mailto:mistellelanko@areaagencyonaging.org)**

**Region IV AAA reserves the right to reject any or all proposals or portions thereof and to negotiate with the selected firm for amendments or additional requirements.**