



Ele's Place Michigan (EPMI) is a 501 (C) 3 non-profit organization, formed nearly 30 years ago to provide peer support to children ages 3-18 who have experienced the death of a parent, sibling, or someone else close to them. These peer support groups, held across the state in both onsite facilities as well as area schools, help children to normalize their feelings after a death. Additionally, group support helps to mitigate negative feelings and behaviors including poor academic performance, truancy, drug and alcohol dependency and abuse, and suicidal ideation. Ele's Place utilizes nearly 400 volunteers around the state to facilitate groups, support fundraising efforts and provide outreach in our communities. All programs offered by Ele's Place are free of charge to families who are grieving.

Additional information about this dynamic organization may be found on our website [elesplace.org](http://elesplace.org).

### **Goals and Context**

Ele's Place Michigan is seeking a communications consultant to assist the COO and Administrative Coordinator to revise and re-focus our communications plan toward specific engagement goals. These include:

1. Using the Ele's Place Michigan Launch scheduled for November 2019 as a platform for increasing communication to donors, volunteers and other constituents.
2. Enhance existing written and visual content to engage current audience and reach new constituents.
3. Consider unique forms of digital media to reach current and new audiences in a cost effective and consistent way.

## **Scope of Work**

1. Critically review our existing communications plan and collaboratively revise that plan to achieve the goals below.
  - a. Increase the engagement of audiences who are only partially engaged with Ele's Place Michigan, with metrics to measure this.
  - b. Increase our visibility in areas of the state where we do not have a physical presence, with metrics to measure this.
2. Provide content for printed publications (copywriting and design), with the assistance of the administrative coordinator, which are sent quarterly, as well as working with Ele's Place Management to determine creative and previously unutilized avenues for contact with current constituents.
3. Support Ele's Place Michigan in the statewide launch of our newest initiatives, primarily through media relations.
4. Provide communications support for Ele's Place branch network where needed, including sites in Ann Arbor, Lansing, Grand Rapids and Flint.

## **Proposals should include:**

1. A specific approach, deliverables and schedule for achieving the scope of work above. This should include the number of in-person hours anticipated for meetings directly with Ele's Place Michigan staff, and a sense of the Ele's Place Michigan time commitment required to respond to consultant requests or prepare for in person meetings.
2. Demonstration of work with other non-profit organizations of similar size, budget and age. This should include a sample communications plan and references.
3. A strong sense of your philosophy: Based on what you know today, your initial sense of the broad direction and opportunities that you see for us.
4. An itemized budget, including hourly rate(s) for consultant team members.

## **Timeline, Compensation and Contacts**

1. Timeline: Consultant/Firm should begin work in Late March/Early April 2019. The following publications dates should be considered when developing the timeline.
  - a. Spring Newsletter-Late April
  - b. Electronic Appeal/Electronic Newsletter-May
  - c. Printed and Electronic Annual Report-July
  - d. Printed Appeal-November
  - e. Electronic Newsletter- December
2. Compensation: Based on response to scope of work
3. Consultant shall report directly to the COO/Chief Development Officer
4. Proposal Due: Friday, March 1, 2019 5:00pm EST  
via email:

Kate Powers  
Ele's Place Michigan  
COO/Chief Development Officer  
[kpowers@elesplace.org](mailto:kpowers@elesplace.org)

5. Questions may be directed to Kate Powers, Ele's Place Michigan COO/Chief Development Officer at [kpowers@elesplace.org](mailto:kpowers@elesplace.org) or 517-482-1315.

## **Evaluation**

Proposals will be evaluated according to the following criteria:

1. Demonstrated success of consultant in working with similar non-profit organizations.
2. Demonstrated understanding of Ele's Place Michigan's mission, along with a general familiarity with Michigan nonprofit and philanthropic issues.
3. Cost effective interventions that are likely to achieve results.
4. Ability to meet in-person with the Ele's Place Michigan staff in Ann Arbor, Lansing, Grand Rapids and Flint as-needed during the duration of this contract.
5. Innovation and specificity of approach and deliverables.
6. Capacity to deliver the scope of services requested in this RFP.