

Recycle Right Campaign Request for Proposal

Company Name: Keep Austin Beautiful

Website URL: KeepAustinBeautiful.org

Contact Name: Alexa Pegues

Phone Number: (512) 391-0617 x701

Email: communications@keepaustinbeautiful.org

Date: August 30, 2024

Introduction

Keep Austin Beautiful is seeking proposals for a new Recycle Right marketing campaign. This RFP provides insights into our organization's background and outlines the objectives of this campaign, timeline, and specific requirements for proposal submissions. Please note that the details presented in this document may be subject to revision.

Table of Contents

1. Organization Background
2. Contact
3. Budget
4. Timeline
5. Goals
6. Audience Target Area
7. Key Performance Indicators
8. Scope of Work
9. Submission Instructions
10. Evaluation Criteria

Organization Background

Since 1985, Keep Austin Beautiful has inspired and educated all Austinites to volunteer together, beautify green spaces, clean waterways, and reduce waste every day. As a 501(c)(3)

nonprofit organization, we empower individuals to make a positive impact on the environment by providing community resources, education, and volunteer opportunities.

Contact

Alexa Pegues, Marketing and Communications Manager

Email: communications@keepaustinbeautiful.org

Budget

There is a \$50,000 budget for this project to develop brand, content, and assets for this six-month campaign, with additional matching funds for paid media through iHeart Media.

Timeline

- RFP Release Date:
Friday, August 30, 2024
- Response Deadline:
Friday, September 27, 2024
- Vendor Selection:
Monday, September 30 – Friday, October 4, 2024
- Project Kickoff:
Monday, October 14, 2024
- Campaign Launch:
Week of November 15, 2024

Goals

The Recycle Right Campaign is a six-month marketing campaign designed to significantly influence the recycling habits of Austin's youth and families. By emphasizing the importance of proper recycling techniques, we intend to instill a commitment to environmental stewardship. Through strategic partnerships and diverse community engagement initiatives, this campaign will cultivate a culture of sustainability and contribute to making Austin a cleaner and more environmentally conscious city.

Audience Target Area

Austin Resource Recovery Service Area, Austin, TX

Key Performance Indicators (KPIs)

1. **Students Engaged**
2. **Volunteers Engaged**
3. **Pounds of Recycling Change (Increase)**
4. **Percentage of Contamination Change (Decrease)**
5. **Conversions**
6. **Campaign reach**
7. **Pledges Signed**

Scope of Work

1. **October:** Campaign planning, Message planning & Marketing materials
 - a. Develop core messages and campaign materials.
 - b. Design educational materials, posters, flyers, and digital assets.
 - c. Collaborate with partners to finalize the assets.
 - d. Consolidate messaging and marketing materials into a comprehensive recycling education campaign.
2. **November:** Launch Recycle Right Campaign
 - a. Celebrate Austin and Texas Recycles Day (11/15) with events and educational activities.
 - b. Distribute materials to schools, neighborhoods, community centers, and partners.
 - c. Promote through social media, paid media, and community events.
3. **December:** Holiday Recycling
 - a. Promote recycling during the holiday season.
 - b. Share tips on recycling holiday waste (e.g., wrapping paper, decorations, party/beverage items).
 - c. Promote through social media, paid media, and community events.
4. **January:** Recycle Right Pledge
 - a. Launch a city-wide pledge drive for residents to commit to recycling right.
 - b. Highlight recycling successes and encourage more community participation.
 - c. Promote through social media, paid media, and community events.
 - d. Prepare Interim Report.
5. **February:** Love Where You Live (2/8)
 - a. Organize neighborhood cleanups and recycling drives.
 - b. Engage local communities in the importance of recycling.
 - c. Promote through social media, paid media, and community events.

6. **March:** SXSW (3/7-3/15)
 - a. Participate in SXSW with educational booths and interactive activities.
 - b. Reach a broader audience with the Recycle Right message.
 - c. Promote through social media, paid media, and community events.
7. **April:** Keep Austin Beautiful Day/Great American Cleanup/Earth Month
 - a. Celebrate Earth Month with a focus on recycling and sustainability.
 - b. Promote recycling through Keep Austin Beautiful Day on Saturday, April 12.
 - c. Promote through social media, paid media, and community events.
8. **May:** Campaign Wrap-Up
 - a. Evaluate the program's impact on youth and families.
 - b. Share success stories and data with stakeholders.
9. **June:** Data Analysis
 - a. Analyze data from pre/post-tests, engagement metrics, recycling rates, and pledges.
 - b. Review feedback and lessons learned.
 - c. Prepare a report on the campaign's outcomes and impact.
 - d. Plan improvements and set new goals for the upcoming year.

Submission Instructions

Please submit completed proposals in PDF format to:

Alexa Pegues, Email: communications@keepaustinbeautiful.org

All proposals should include the following details on your company:

- Contact/company name, email, phone, and website
- Number of years in operation
- Vendor registration status with the City of Austin (if applicable)
- Two client references
- Any relevant, similar projects
- Number of team members working on the project, their roles, and responsibilities
- Estimated number of hours and a general timeline from start to finish

Evaluation Criteria

- **Experience and Expertise (20 points):**
 - Vendor's experience in environmentally-focused marketing campaigns.
 - Expertise in executing marketing strategies for nonprofit organizations.
 - Relevant skills and qualifications of the proposed team.
- **Understanding of Organization and Mission (15 points):**
 - Demonstrated understanding of Keep Austin Beautiful's mission and goals.
 - Alignment of proposed solutions with the organization's objectives.
- **Creativity and Design (30 points):**
 - Creativity and innovation in campaign creative and design.
 - Visual appeal, modernity, and alignment with Keep Austin Beautiful's brand.
- **Project Timeline and Management (15 points):**
 - Feasibility of the proposed project timeline, including milestones and deadlines.
 - Project management approach and communication plan.
- **Budget (15 points):**
 - Alignment of the proposed budget with the organization's allocated funds.
 - Transparency in cost breakdown and potential additional costs.
- **Client References (5 points):**
 - Positive references from previous clients, particularly from nonprofit or community-focused organizations.

Total Possible Points: 100