



First 1,000 Days Suncoast

Request for Proposal: Marketing and Outreach Consultant

May 2021

Overview

The earlier the investment, the greater the return. This is Charles & Margery Barancik Foundation's philosophy on the life-changing importance of investing in prenatal care and early childhood development. This philosophy is what drove Barancik Foundation, alongside Sarasota Memorial Hospital, and many community partners to explore how our initiative can better provide families with the foundational support they need during babies' critical early years. In 2018, the First 1,000 Days initiative was born, and we are pleased to see the efforts grow into a network of almost 100 community partners.

The need is staggering and troubling: more than half of all babies in Sarasota County are born into poverty. These newest members of our community leave the hospital and arrive home to families struggling with financial need, addiction, homelessness, unemployment, violence, and depression – and lacking the skills and resources they need to fully nurture their babies' rapidly growing bodies and brains.

First 1,000 Days Suncoast reviews barriers facing families in our region. In addition to connecting organizations to help forge new partnerships, the initiative facilitates work groups comprised of community partners, to address systemic barriers.

Our Vision

We envision a safe, healthy, caring and culturally sensitive community that supports families and helps newborns thrive and children to achieve their potential.

Our Mission

To improve access and coordination of services for families and babies.

Opportunity

In 2020, First 1,000 Days Suncoast launched a public parent portal (<https://www.first1000dayssuncoast.com>) strategically designed in both English and Spanish to help new moms and families learn tips and tricks to get the most out of their child's first 1000 days of life. More importantly, the portal allows parents to sign up for free services and resources that can help their family thrive.

Behind the scenes, the portal is connected to Unite Us, a digital referral technology that coordinates local service providers to ensure that families are seamlessly navigating the system of care in our community.

In May of 2021, the initiative also officially expanded from being a Sarasota-based endeavor to a regional effort in Sarasota, Manatee, Charlotte, and DeSoto counties. The initiative was rebranded to First 1,000 Days Suncoast. A second website (<https://first1000partners.org/>) exists to educate current and prospective partner organizations on the initiative.

Goals

First 1,000 Days Suncoast is now accepting proposals for a marketing consultant to assist with promotional efforts across the region. The ideal candidate will help the initiative:

- Increase traffic to the parent portal and increase sign-ups into our referral system
- Promote the initiative's expansion across the four-county region to increase participation from pre-natal and early childhood service providers.
- Increase the initiative's presence and connectivity on social media.

Audiences

1. The primary audience are parents and caregivers who are pregnant or raising a young child. The initiative and services of its partner agencies are available to help all families. However, particular effort is made to connect with vulnerable families who have fewer support systems as a result of homelessness, domestic violence, substance use disorder or cultural barriers such as language and norms. This audience needs to understand the initiative is here to help them and their child. The offer must be non-judgmental and culturally competent.

2. The secondary audience are partner agencies: healthcare providers, nonprofits, and government services. This audience need to understand the initiative's mission, priorities and have a clear understanding of how they can connect to the work.
3. The third audience is the public at-large, particularly those philanthropically inclined, who may donate to the partner agencies. This audience needs to understand why this work matters and the value of investing in early childhood development.

Services

The candidate will be responsible for the following activities:

- Oversee public relations efforts relating to the initiative
- Develop social media content and strategy
- Coordinate a digital ads campaign and assist in annual media buy strategy
- Maintain the initiative's websites and keep content up to date
- Support the development and implementation of special campaigns.

Skills and Requirements

- Proven experience in marketing and communications
- Strong copywriting and blogging skills
- High competence in digital ad campaigns and knowledge of strategies like ad retargeting, email mapping, and keyword search
- Competency in social media management and creative development
- Knowledge of updating WordPress and Square Space websites and monitoring Google Analytics
- Local candidates and knowledge of the region are preferred, but meetings will happen remotely
- Fluency in Spanish is a plus, but not required

Timeline and Budget

First 1,000 Days Suncoast is looking to hire a candidate on an on-going, month-to-month basis, starting in the Summer of 2021. The current scope of work is estimated to be about 20 hours a month. All work will be managed by the Initiative Coordinator, Dr. Chelsea Arnold, and approved by both Sarasota Memorial Healthcare System and Barancik Foundation.

Contact

Please submit proposals or any questions to:

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The deadline for submissions is Friday, June 4th. Please include samples of your writing along with your submission.