**Denver Preschool Program – Strategic Communications & Messaging Contractor**

The Denver Preschool Program (DPP) helps Denver fulfill its commitment to its youngest learners. We champion, fund and increase access to quality preschool across our community. The core of our mission is to make high-quality preschool accessible to every Denver 4-year-old. To help successfully accomplish this, DPP is seeking proposals from qualified contractors to support DPP in developing and coordinating its communications strategy.

This includes but is not limited to:

## **Strategic Thought Partner and Strategic Communications Plan**

* The contractor will act as a visionary thought partner to DPP staff, developing new and innovative communications channels and approaches, while leading the implementation of the overall communications strategy among other DPP communications contractors.

## **Implement and Monitor Specialized Communication Plans**

* The Contractor will lead work with the DPP Director of Communications to develop communications and outreach plans, and provide regular updates on the progress of the plans. The Contractor will support the DPP Director of Communications as a point of contact for a variety of specialized communications partners to help ensure that DPP’s communication and outreach is comprehensive and effectively reaches the desired audiences.

## **Collateral and Online Material – Proactively plan and prepare copy for online and collateral materials**

* DPP’s overall messaging and messaging strategy
* Presentation slide decks and templates
* Press releases on an as-needed basis
* Presentation/media talking points
* Call to action statements for all marketing collateral including print ads, direct mail, eblasts, posters, information cards etc.
* Annual Report to Community
* Fact Sheets
* Quarterly News Bites newsletter
* Work with DPP staff and evaluation committee to write briefs related to student and program progress as detailed in child and program evaluation reports
* Collaborate with DPP Director of Communications to maintain DPP website content
* Prepare ghostwritten articles for consumption by DPP and/or published through multimedia platforms to remain connected per DPP’s core values
* Ad Hoc copywriting needs for DPP

**Maintain and Monitor an Effective Social Media Presence for DPP**

* Collaborate with DPP to develop and implement a social media strategy that highlights and promotes DPP’s activities, milestones, accomplishments, events, educational insights, etc.
* Develop a comprehensive strategy to include Facebook, Instagram and Twitter
* Write a minimum of 10-15 posts/tweets per month as directed by client
* Create a process for social media content recommendations/requests
* Compile social media content from communications team for submission/approval

**Expectations include:**

* Contractor must adhere to DPP’s budget/invoice detail requirements
* Contractor must inform, develop, protect and adhere to DPP’s branding guidelines in all communications
* DPP asks all prospective vendors to submit a rate sheet for the work to be completed. The contractor must not charge more for a service funded by DPP than they would for the same service requested and funded by another source
* Key contractor staff must attend meetings with DPP staff at least once per month, be available for weekly or bi-weekly “stand-up” calls as well as be available as work requires
* Key contractor staff must attend an additional meeting with DPP and all Communications contractors at least once quarterly, and potentially more frequently as needed

**Contract term: The term of this contract is for a period commencing on January 1, 2022, and ending on December 31, 2022.**

**Estimated budget range: $55,000 - $76,000**

**Proposals may be emailed to DPP's Director of Communications, Tricia Nelson, at**[**tricia@dpp.org**](mailto:tricia@dpp.org)**by October 30, 2021.**