



## Seeking Proposals: Strategic Communications & Copy Writing 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 preschooler.

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 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 staff to develop communications and outreach plans, and provide regular updates on the progress of the plans. The Contractor will support the DPP staff 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** – The Contractor will plan and prepare online and collateral materials, such as:
  - Presentation slide decks, templates and media talking points
  - Story Sheets and Fact Sheets
  - Annual Reports to the Community
  - Collaborate with DPP staff to develop appropriate call to action statements for all marketing collateral (i.e. direct mail, posters, information cards, etc.)
  - Collaborate with DPP staff, Board and/or committees to write briefs and reports related to student and program progress, as detailed in child and program evaluation reports.
  - Collaborate with DPP Staff to maintain website content.
  - Ad Hoc copywriting projects.
- **Research** - The contractor will work directly with DPP staff, Board and/or committees to conduct early childhood research.
  - Seek out relevant research
  - Copy edit reports
  - Prepare ghostwritten articles or news bites for consumption by DPP and/or published through multimedia platforms to remain connected per DPP's core values.

**FUNDING  
QUALITY  
PRESCHOOL  
FOR DENVER**

- **Project Management** – DPP is in the midst of a transition for communications work. Not only is there a vacancy internally for the communications and outreach work, but the evolution of the organization provides the opportunity to rethink the needs of the program. During this transitional phase, DPP seeks to reallocate communications work to the strategic communications consultant, including:
  - Oversee DPP’s communications team of contractors, manage and facilitate meetings
  - Provide DPP leadership with public relations support as needed
  - Oversee all DPP communications goals and tactics, and delegate to other contractors as necessary
  - Lead the execution of all DPP communications tools and collateral (e.g., annual report, DPP story, e-communications, etc.)
  - Create a guidebook to support the onboarding of DPP’s Director of Communications and Engagement

Expectations include:

- Contractor must adhere to DPP’s budget and invoice detail requirements.
- Contractor must inform, develop, protect and adhere to DPP’s branding guidelines in all forms of communications.
- Prospective vendors must 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 weekly check-in calls with the DPP Director of Communications and Engagement and/or supporting DPP Staff, monthly Meetings with the DPP Staff and all other Communications contractors, quarterly and/or annual in-person meetings with the DPP Staff and Board of Directors for formal presentations, and any other meetings, calls or check-ins required to ensure project success as needed.

**Contract term:** The term of this contract is for a calendar year period commencing on January 1, 2023, and ending on December 31, 2023.

Estimated budget range: \$75,000 - \$99,000

Proposals may be emailed to Ellen Braun, Chief Operating Officer, at [ellen@dpp.org](mailto:ellen@dpp.org) by October 21, 2022.