



RFP #CN2025-04

## Strategic Communications Media PR Website Design Management Services

### Questions and Answers – Scope of work for current vendors

<https://www.childnet.us/request-proposals>

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## Website Design and Management

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### Content Management

Posting fresh content on your site is the simplest, most effective way to tell your organization's story, keep constituents informed, and boost your search engine rankings. TrustedPartner gives you full control over web content with an easy-to-use WYSIWYG interface and content management tools organized around the specific types of content that you post. Features include:

1. Easily Add, Edit and Remove pages and articles from the website
2. Schedule pages and articles to be displayed and automatically removed on a specific date and time
3. Add and remove website menu items without programming
4. Insert images, links, and video on pages and articles
5. Integrated contact form with "Captcha" to prevent spam-bot form submissions and customizable auto-reply
6. Maintain content format using predefined styles (CSS)
7. Manage search engine optimization (SEO) content on every page and article
8. Social Share features allow site visitors to easily share content they like to social media networks like Twitter and Facebook.
9. Staff Manager creates online staff directory with secure contact forms
10. Homepage hero image and image rotator tools allow you to spotlight images and videos of your choice on the homepage

## **Article Manager**

Create category-based news and press release content on your website. Articles display in a chronological list that link to a detailed page containing entire article. Our articles offer:

1. Ability to add images, embed videos, and links with the use of paragraphs
2. Create multiple categories
3. Post unlimited articles to categories
4. Content can be scheduled for automatic publishing and unpublishing

## **Blog Manager**

Share important topic-based content and stories with your online community with Blogs. Organize blog posts into categories like: New Projects or Tips...

Blogs display chronologically in a mosaic patterned list page, designed to draw users into your blog content. Each blog links to a detailed page containing entire blog post. Our blog offers:

1. Ability to create engaging content with the use of paragraphs
2. Create multiple categories
3. Post unlimited blogs to categories
4. Supports multiple security and moderation configurations to police posters and comments
5. Content can be scheduled for automatic publishing and unpublishing

## **Custom Forms**

Provide an interactive survey, special contest or any non-transactional form with our Custom Form Builder. Create and publish custom forms on your website by adding fields to a form easily with drag-and-drop functionality.

1. Add all question styles including drop down, check box, and radio buttons.
2. Add multiple fields with automatic validation, including text, date, and numeric.
3. Search all data submitted by users in a secure database with the ability to export to Excel.
4. Customize email auto-responders for each custom form.
5. Specify e-mail addresses to receive notice of form submissions

## **Email Campaigns**

1. Integrate with MailChimp Email Service Providers (ESP) to capture email addresses from your website and add them to your email databases. Includes;
2. Account setup on MailChimp
3. Custom branded email template (includes up to 2 revisions)

## **Social Media Integration**

Support your social media marketing efforts by integrating your website with your social media channels via AddThis.

1. Support for many popular Social Media plugins

2. Control the image and message that appears when visitors share content on Facebook.

## **Video & Media Content**

Powerful images and videos help you make a lasting impression on visitors by enhancing their online experience. Embed images and video in your content to reinforce your message.

1. Embed images and videos in page content and articles
2. Manage image rotators and calls to action on your home page

## **Events Calendar**

The event calendar tool provides powerful online tools for managing events. Online registration will be done through GiveGab's embedded forms.

Basic Event calendar features:

1. Quickly and easily add new events
2. Organize events in categories
3. Includes List view and detail views for events
4. Display add to calendar link
5. Include a contact Email, Phone and event location
6. Include links to internal/external details
  - Documents
  - Images
  - Videos
  - Registration/ Ticketing

## **Monthly Application Hosting and Management Services**

1. Access to the powerful TrustedPartner Open CMS
2. Website content hosting
3. Up to 2 hours of site management and content services per month
4. Access to our support team via email and phone during normal business hours
5. Trainings through our Online Training Lab

## **Website Accessibility**

1. TrustedPartner Open websites are designed to support compliance with WCAG 2.0 Priority A.
2. The Overall Looks and Feel will be designed to support compliance with WCAG 1.0
3. Offers an optional service for delivering a fully compliant website that include a site audit and appropriate documentation and training of Client staff to maintain compliance over time.

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## Public Relations and Marketing

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1. Provide consulting and creative services to Client's executive personnel on how to spread and publicize Client's mission.
2. Create and design branding materials- advertisements, email blasts, banners, billboards, TV spots, radio spots, direct mail pieces, event invitations and other collateral materials. Design and develop key collateral materials that convey a consistent message, look and feel for Client.
3. Work with publishers and editors to create and place feature stories and/or favorable mentions about Client. Write and distribute general press releases on Client's important work and dedication to extended foster care, aftercare programs and adoption. In addition, draft and generate on-going releases detailing key Client initiatives, programs and services. Position Client as a resource for child abuse issues in the community while highlighting the importance of Client's work to protect our children.
4. Negotiate and secure proposals for advertising arrangements with all media outlets, including without limitation, magazines, newspapers, television and radio stations, billboard companies, bus wrap and shelter companies, etc.
5. Work closely with media outlets to develop unique and out-of-the-box placements and programs for Client.
6. Secure free media on occasion, matched media and greatly reduced prices for our non-profit clients. All proposals shall be presented to Client for its approval and execution.
7. Community Outreach: Help identify public events, community outreach programs and potential partnerships to reinforce awareness of Client.
8. Develop email blasts to be sent out by the Client to their current database and other targeted customer lists.
9. Work to increase Client's visibility through social/viral marketing opportunities on the web and manage all social media channels for Client.
10. Event Services: Provide special event services for Client. Coordinate with all event vendors (caterers, photographer, florists, entertainment companies, etc. and help develop and create invitations, flyers and signage for all events. Send out calendar listings and press releases and will reach out to the media to attend and cover all Client events. Provide post-event services with a post event press release and photo distribution to the media and postings on all social media websites and online sites.
11. Assist in the interviewing and selecting of outside agencies for additional work (printers, videographers, photographers, mailhouses, etc.) and will thereafter coordinate the efforts of the agencies so selected by Client to best serve Client's needs.

Said outside services will be billed directly to Client at the selected agency's rate; upon Client's approval, in each instance having issued prior appropriate written authorization for the particular services to be performed.

12. Maintain constant communication with the Client to maximize results.

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## Targeted Marketing and Analytics

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Develop and implement the wide range of foster parent recruitment marketing tools and tactics articulated in the Strategic Recruitment Marketing Plan developed for ChildNet.

1. All strategic planning, marketing, and communications planning and consultation for
2. the online campaign;
3. All copywriting, graphic design, layout, and final digital production services for online
4. and social media advertising;
5. All investigation, negotiation, and purchasing of online and social media advertising;
6. All ongoing Live Chat reporting and client communications; and
7. All monthly marketing analytics and reports.