RFP #CN2025-04

Strategic Communications Media PR Website Design Management Services

Questions and Answers

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

1. Would it be possible to review the current scope of work and deliverables assigned to each existing media provider, as well as the names of the current incumbent vendor(s)?
A. A summary of the scope of work for each of the current vendors will be posted as a separate document along with the procurement documents on the ChildNet website.

2. Approximately how many subject matter experts are expected to be pitched over the course of the contract? And does the scope include media outreach for Board members?
A. Four ChildNet's Senior Leadership and two Board Leaders. No, the scope does not include media outreach for Board members.

3. On average, how many campaigns, community events, signature events, and fundraising events does the organization support annually?
A. The number of events varies; however, respondent must propose the approach they would like to take to meet the objectives outlined and fulfill the scope of services.

4. Can you clarify whether the website work is primarily ongoing content management (e.g., messaging updates, press updates, and new content additions), or whether a full rebuild/redesign is anticipated?
A. Yes, the website work is primarily content management. However, this may also require a rebuild or redesign of the current platform.

5. Which CMS platform is the current website built on?
A. Drupal

6. Will the selected agency be responsible for publishing content directly to social media platforms, or will posting remain in-house for final review and approval?

A. Yes, the selected agency will be responsible for publishing content directly to social media platforms, after ChildNet's review and approval.

7. Do you currently have an established brand kit and brand guidelines for digital and social content? If so, will those be provided to the selected agency, or should the agency plan to create and/or update them?
A. Yes, but it needs to be revisited and updated with the selected agency.

8. Are there existing best-practice guidelines in place for safe, non-harmful language for all outbound communications or is the agency expected to develop those as part of the scope?
A. Yes, the guidelines exist.

9. How frequently are newsletters distributed and are there multiple newsletter types or segments?
A. Quarterly external newsletters only.

10. Which platform(s) are currently used for video campaigns (e.g., YouTube, website, social media channels), and are there preferred formats or distribution requirements?
A. YouTube, Instagram, Facebook, LinkedIn. We would like to include our video campaigns on the website and expand/enhance our social media exposure and impact.

11. How much video content are you creating monthly currently? Do you currently batch create (film multiple videos in one sitting)?
A. We are not currently consistently creating video content monthly. This is something we would like to start doing on a consistent and regular basis.

12. Is most of your current video content filmed on location or in a studio?
A. Currently, on location.

13. Is the website portion intended to be a full rebuild/new website or primarily a refresh of the existing site?
A. Refer to questions 4 and 5

14. What platform is the current website built on? (WordPress, WebFlow, etc.)
A. Refer to questions 4 and 5

15. Can you provide more information about the password-protected "staff login" section of the site?
A. It's the editing portion of the site, the backend on Drupal.

16. For web maintenance, can you give us an example of the requests? Are they monthly content updates, creating duplicate page templates, or are they more involved, like new features?

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A. Monthly updates with legislatively required information is required. With our new vendor, we would also be interested in monthly updates of a newly created carousel of images and content.

17. What is your current hosting environment?
A. DigitalOcean

18. Is creative design included in the scope of work?
A. Yes

19. Are paid social campaigns expected as part of the scope?
A. Yes

20. How does ChildNet currently articulate its positioning within the Community Based Care (CBC) model, and does leadership feel that positioning is consistently understood by foster parents, donors, partners, and the broader community?
A. There has not been a consistent and standard articulation, and one is needed. Assistance with this should be considered a component of the scope of service in regard to strategic communication.

21. Does ChildNet have a documented messaging framework, including a clear elevator narrative and audience-specific messaging? If so, should respondents assume that framework will remain in place, or is this open to refinement as part of this engagement?
A. There has not been a consistent and standard messaging framework, and one is needed. Assistance with this should be considered a component of the scope of service in regard to strategic communication.

22. Has ChildNet conducted any recent brand perception or stakeholder sentiment assessments that would inform messaging and recruitment strategy?
A. No

23. Are there existing visual brand guidelines in place, and should respondents plan to maintain them as-is, refresh them, or consider a broader visual modernization?
A. Respondents should plan to refresh ChildNet's brand guidelines and consider a broader visual modernization.

24. What are the most common misconceptions or areas of confusion ChildNet encounters when communicating about fostering, adoption, or the Community Based Care model?
A. The delivery of child welfare services in the State of Florida is very complex. Identifying specific or common areas of misconception is difficult.

25. Is there an audience segmentation strategy or plan already in place? Should respondents include audience research and segmentation as a part of their proposal?
A. The existing audience segmentation strategy needs to be revisited and redesigned.

    a. If a plan is already in place, which audiences are the highest priority for measurable growth in the first year of this engagement?

26. For Year 1, would ChildNet prefer immediate execution across all service areas, or a phased approach that begins with strategic alignment and messaging clarity before full-scale campaign activation?
A. All proposals should consider multi-year implementation.

27. Are there anticipated strategic plan updates, leadership transitions, or major initiatives over the next 12 to 24 months that should be accounted for in the communications strategy plan?
A. Strategic priorities are focused on fund raising as well as foster home and adoptive parent recruitment initiatives.

28. What is the current volume of initiatives (PR, media, social, events, campaigns, email sequences, etc.) in a given year? Is the expectation to maintain that volume?
A. See responses to questions 1-4.

    a. Are there current initiatives in place that would be expected to continue at the onset of the engagement?
       -Some transition of existing foster home recruitment outreach would be important at the onset of engagement.

29. The site appears to be built on the Drupal CMS. Is there a desire to stay on that system or switch to another platform/CMS based on requirements?
A. There is an expectation to switch to another platform/CMS.

    a. Is a full redesign expected, or a refresh within the current architecture? -   ---Partial redesign

    b. Who currently hosts the site?
       -Achieve

    c. Is CRM and/or email platform integration required (e.g., Salesforce, Hubspot, donor database, foster inquiry system)?
       -Yes

30. What are your in-house capabilities around marketing, communications, or digital? For example, a PR Manager, Marketing Director? What is the existing Marketing team structure?
A. The services are outsourced.

31. Is there an existing crisis communication plan or protocol in place?
A. Yes

32. Over the past two years, how frequently has ChildNet had to respond to urgent or negative media coverage (investigations, incidents, or similar matters)?

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A. Less than four.

33. Is the selected firm expected to provide after-hours or on-call support for time-sensitive media situations?
A. No

34. During a crisis situation, would the agency be responsible for drafting official public statements, or primarily advising ChildNet leadership?
A. It would be primarily advising ChildNet leadership. Infrequent drafting of statements may occur in rare circumstances.

35. Who holds final approval authority for external messaging during urgent situations (executive leadership, legal counsel, DCF, or another entity)?
A. ChildNet Executive Leadership

36. Is legal review required prior to public release of statements?
A. Not in all cases. It would be dependent upon the nature of the release. In urgent or critical situations, legal review by ChildNet's Chief Legal Officer would be required.

37. What response time does ChildNet typically expect when media inquiries are received?
A. Immediate communication to ChildNet's Community Engagement Department, CEO and Chief of Staff

38. Does ChildNet currently utilize a media monitoring platform?
A. No, ChildNet does not currently.

39. Is ChildNet seeking proactive earned media outreach (story pitching and placement) as an ongoing function, or primarily support with press releases and announcements?
A. Yes, ChildNet is seeking proactive earned media outreach as an ongoing function.

40. Approximately how many media outreach initiatives or announcements are anticipated on a monthly basis?
A. The frequency will need to be determined with the selected agency.

41. Does ChildNet maintain an existing media contact list that will be shared with the selected agency?
A. The selected agency will be expected to handle this.

42. Will the agency be expected to coordinate press conferences, interviews, or media events?
A. Yes

   a. Is spokesperson preparation or media coaching expected as part of the services?
   -Yes

43. Are there restrictions regarding interviews or storytelling involving foster families or program participants?
A. Yes

44. What are ChildNet's current annual targets for foster parent recruitment and adoptive placements?
A. In its 2026-2029 Strategic Plan, ChildNet will be embracing an emerging national initiative that seeks to create a home for every child in foster care. On March 1, 2026, in the two counties combined, ChildNet had 252 foster children in group care settings that would, therefore, need new foster homes. We also would need to replace the approximately 60 foster homes that are typically lost annually, for a variety of reasons. Our adoption goals for the current 2025-2026 fiscal year, established by the Florida Department of Children & Families, are 170 children in Broward and 90 in Palm Beach.

45. Which outreach methods have historically been most effective in recruiting foster families?
A. Online advertising has effectively generated interest, but not necessarily meaningful increases to the number of foster parents.

46. Will the selected agency support donor communications or fundraising campaigns?
A. Yes

47. Should messaging be developed separately for prospective foster parents, donors, and service providers?
A. Yes

48. Are there confidentiality or consent requirements that affect the use of testimonials, photography, or video storytelling?
A. Yes

49. Is the agency expected to assist with community outreach initiatives such as stakeholder meetings, presentations, or public events?
A. Yes, support will vary based upon the content and target audience.

50. What content management system currently powers the ChildNet website?
A. Drupal

51. Will the selected agency manage hosting and security, or is this handled internally?
A. This will be discussed in contract negotiations.

52. Are there integrations with external systems (for example donor platforms, reporting systems, or databases)?
A. Yes, and expansion and enhancement is preferred.

53. Beyond ADA compliance, are there specific accessibility standards the website must meet?
A. No

54. What operational or regulatory data must be published online, and how frequently is it updated?
A. Monthly updates of data required by the Department of Children and Families.

55. Which social media platforms are currently active and which are considered priority channels?
A. Instagram, LinkedIn, Facebook. They are all priorities and we must expand our social media presence in all current and additional platforms.

56. Is paid media funding separate from the contract value described in the RFP?
A. No, it is included.

57. Does ChildNet currently run email campaigns, and if so, what platform is used?
A. Mailchimp

58. Are multilingual communications required (Spanish, Haitian Creole, etc.)?
A. Not generally required but may be requested in some circumstances.

59. Who within ChildNet will serve as the primary day-to-day contact for communications approvals?
A. Community Engagement Department

60. Approximately how many internal departments or programs submit communication requests?
A. Human Resources, Contracts Executive Team, and Community Engagement request website updates directly. Communication requests only come from Community Engagement Department.

61. What specific performance indicators will define success for this engagement?
A. We will work with the successful respondent to define them.

62. Are monthly performance meetings anticipated?
A. Yes

63. Will the agency be expected to present reports to senior leadership or the Board of Directors?
A. Reports will be presented to the Community Engagement Department, Chief of Staff and CEO

64. In reference to the Narrative Description of Proposed Services which addresses the components outlined below. Respondents are required to follow the outline of this RFP and limit the narrative response to 10 pages, double spaced and in either Times New Roman 12 point or Arial 11-point type. (maximum 10 pages). Does the maximum of 10 pages apply to all the items included in the Narrative

sections below as the Scope of Work could be 10 pages alone? The Narrative includes a lot of sections and information.

A. Correct. The response to the Narrative Description of Proposed Services should follow the outline of this RFP and limit the narrative response to 10 pages, double spaced and in either Times New Roman 12 point or Arial 11-point type. (maximum 10 pages).

65. On this one, it really will be impossible to include all the information requested in the Narrative Description of Proposed Services in just 10 pages.

A. Respondents may reference and include attachments to expand upon or demonstrate content in the narrative response.

66. Does the $170,000 include paid media spend, or is that a separate budget?

A. Yes, it does include paid media spend.

67. Does the $170,000 annual cap include ad spend? Or is there a separate budget?

A. Yes, it does include ad spend.

68. Should creative assets and video content be included in the agency budget for production?

A. Yes, for creative assets. Video production would be separate and outside of the agency budget.

69. Is paid media buying and ad spend included within the annual budget, or is media spend out-of-pocket and separate from agency fees?
    a.   If separate, does ChildNet have an estimated annual media budget range?

A. Yes, both are included in the annual budget.

70. Are production costs (video, photography, printing, design, influencer fees) included in the budget or billed separately?

A. Design is included, others listed are separate.

71. In Attachment #4 (Network Provider Application) - Section B. Attachments – do we need to provide all of these items as it says in a sub headline that if the application is being submitted as part of the response to a formal solicitation for services, such documents are not necessary.

A. As stated in Attachment #4 Network Provider Application – Section B. Attachments -If the Application is being submitted as part of the response to a formal solicitation for services, such documents are not necessary.