



# Task Order

## Caregiving Programs Promotion

### Project Description

The Allegheny County Department of Human Services (DHS) is seeking a marketing agency to assist with the promotion of a campaign to alert people to caregiving programs available through the county's Area Agency on Aging (AAA).

### Background

Allegheny County has a broad array of programs designed to assist people who are serving as caregivers for a family member or loved one. This includes supports like respite care, home modification funding and personal care. An explanation of available supports can be found at <https://www.alleghenycounty.us/Human-Services/News-Events/Engagement/Support-for-Caregivers.aspx>. The County received funding through the recent Coronavirus Aid, Relief and Economic Security (CARES) Act to assist those who may have taken on additional caregiving duties during the pandemic, and that includes raising awareness of programs and opportunities available to assist caregivers.

### Expectations

We have allocated \$150,000 to spend on the creation and implementation of a marketing campaign for caregiving programs. All funding must be spent by June 30, but there is no expiration date on the need for awareness, so we're looking for the campaign to last at least nine months to a year.

- While there are no expectations on what a plan or resulting materials will look like, Allegheny County has a style guide which should be incorporated into any final products.
- Messaging for caregiver support should direct people to call the county's Senior Line, 412-350-5460.

- Final approval on all materials will be given by representatives of the DHS marketing team and the AAA.

## **Award Details**

Based on the information above, the Successful Applicant will provide a budget plan, timeline and list of proposed creative materials.

All parties who contract with Allegheny County must comply with our standard terms and conditions, available for review on our Solicitations webpage: [http://www.alleghenycounty.us/Human-Services/Resources/Doing-Business/Solicitations-\(RFP/RFQ/RFI\).aspx](http://www.alleghenycounty.us/Human-Services/Resources/Doing-Business/Solicitations-(RFP/RFQ/RFI).aspx). For more information, please section 7 in the Request for Qualifications (RFQ) under which you were qualified.

## **How To Submit a Response**

Respondents to this Task Order must be pre-qualified under the [RFQ for Design, Content and Digital Strategy](#) under the Marketing category of work.

Please respond to this Task Order by typing your responses to each requested item directly into this Word document. All inquiries and questions should be submitted via email to [DHSProposals@alleghenycounty.us](mailto:DHSProposals@alleghenycounty.us). Your written Response should not exceed **four** pages.

Note that we will review the Application that you submitted to become qualified under the RFQ in conjunction with your response to this Task Order. Therefore, there is no need to duplicate information that you provided in that Application. Your Response to this Task Order should be specifically tailored to this project.

Submit your completed Response electronically to [DHSProposals@alleghenycounty.us](mailto:DHSProposals@alleghenycounty.us) no later than 3:00 p.m. Eastern Time on Thursday, April 28, 2022. You will receive an email when your Response is received. If you do not receive this notification with 48 hours of submitting your Response, please contact [DHSProposals@alleghenycounty.us](mailto:DHSProposals@alleghenycounty.us). If additional information is required after receipt of your Response, you will be contacted.

## **Timeline**

Task Order Issued: Wednesday, April 13, 2022

Response Deadline: 3 p.m. Eastern Time on Thursday, April 28, 2022

Estimated Award Decision: Friday, May 13, 2022

Estimated Start Date: Mid May 2022

## **How We Will Evaluate Your Response**

DHS will convene an Evaluation Committee to evaluate the Responses using the process described in the section 5 of the RFQ. The maximum score that a Response can receive is 50 points. The Evaluation Committee will assign scores to each Response by awarding points based on the following evaluation criteria:

### **Relevant Experience (25 points possible)**

- Successful track record with similar projects (10 points)
- Experience developing a promotional campaign and materials for general audiences (5 points)
- Experience collaborating and responding quickly to a variety of stakeholders (5 points)
- Demonstrated ability to provide content that supports organizational values, such as antiracism, inclusion and diversity (5 points)

### **Task Order Approach (25 points possible)**

- Proposed approach for the task order, including a list of proposed creative materials (10 points)
- Plan to collaborate with and respond quickly to a variety of stakeholders within DHS (5 points)
- Achievable timeline for spending the money in the allotted timeframe and messaging beyond that point (5 points)
- Estimated budget (5 points)

## Response

Respondent's Name: The Hatcher Group, Inc.

**1. Provide example(s) of project(s) similar to the project described in the Task Order. Include as many examples as you feel appropriate to sufficiently describe your experience: 1) developing a promotional campaign and materials for both professional and general audiences, 2) collaborating and responding quickly to a variety of stakeholders, and 3) providing content that supports organizational values. Feel free to include links or attachments.**

The Hatcher Group (Hatcher) is an award-winning, full-service communications and marketing firm — and a Women-owned Small Business (WOSB) and Women's Business Enterprise (WBE) — powered by purpose. For 20-plus years, we've developed and executed effective strategies for national foundations, nonprofits, coalitions, government agencies, and other mission-driven organizations. Our vision is of a just and sustainable world, with healthy and thriving communities that leave no one behind. Hatcher has a proud commitment to building a diverse, equitable, and inclusive workplace. This commitment not only drives our organizational culture, but also allows us to deliver exceptional work.

The U.S. Census Bureau projects the nation's 65-year-old and older population to reach 80.8 million persons by 2040, more than twice as many as in 2000. Meanwhile, the 85-year-old and older population is projected to more than double from 6.6 million in 2019 to 14.4 million in 2040 (a 118% increase). This considerable population growth will drive an increased demand for essential caregiving services for older Americans and their families in Allegheny County, making awareness of your organization's services even more dire. Already, over 19% of Allegheny's population is 65 and older.

### **Demonstrated Experience with Similar Promotional Projects**

Hatcher proudly supports prominent public health organizations including USAging, Healthcare Access Maryland, Anne Arundel County Department of Health, Centers for Disease Control and Prevention's National Injury Prevention and Control, and Behavioral Health Systems Baltimore. You can find more information on this past client work [here](#).

Since 2019, Hatcher has served as a communications partner to USAging (formerly the National Association of Area Agencies on Aging) and the National Aging and Disability Transportation Center (NADTC). We have worked to expand the "Every Ride Counts" Campaign, raise awareness and usage of USAging's Eldercare Locator and Disability Information and Access Line (DIAL), and provide strategic communications counsel.

From December 2019 through January 2020, Hatcher provided creative leadership to the NADTC in launching its "Every Ride Counts" pilot. NADTC selected five transportation organizations as grantees of the Every Ride Counts program. Each grantee organization sought to increase awareness, engagement, and ridership of transportation for older individuals and people with disabilities, tailoring ads to the demographics of each location's target audience.

Hatcher designed and strategically placed ads across a variety of channels, with the support of local advertising agencies and feedback from grantees. We created billboard ads, bus ads, movie theater commercials, taxi toppers, and shuttle wraps (please see examples [here](#)). Further, Hatcher created a motion graphic movie commercial for locations with theaters nearby. We engaged the local organizations and researched their target demographics to select images most representative of their

clientele. Because the ads targeted older adults, adults with disabilities, and caregivers, we kept our design simple, bold, and easy to read. As a result of our efforts, each grantee saw significant increases in service uptake.

### **Embedding Antiracism, Inclusion, and Diversity**

We believe our shared mission — and relentless commitment to racial, economic, and social justice — position us as ideal partners. Hatcher has helped create inclusive communications that resonate with diverse audiences for clients like the Federal Bureau of Investigation (FBI) Office of Diversity and Inclusion (ODI), the Urban Alliance, the Congressional Black Caucus Foundation (CBCF), Ayuda, and Tax Credits for Workers and Families. We've helped develop language for clients that amplifies their meaningful actions and acknowledges work that yet needs to be done.

## **2. Briefly describe the approach and materials you propose for the project described in the Task Order. Please include: 1) how you will collaborate with a variety of DHS stakeholders, 2) your proposed timeline, and 3) your budget.**

### **Engaging Stakeholders and Creating a Promotional Campaign**

Working closely with Allegheny County, we'll develop a smart, effective plan to inform county residents about the Area Agency on Aging (AAA)'s caregiving programs. We'll begin with a kick-off meeting to discuss your vision and identify measures of success for the campaign.

We'll collaborate with stakeholder groups in the aging, disability, and caregiving fields and employ the expert knowledge of AAA program managers to develop messaging that's thoughtful, moving, and persuasive enough to motivate the target audience. Our tactics will include at least two one-hour informal focus groups/brainstorming sessions with partners we identify alongside AAA staff. Our strategy will also include identifying potential partnerships with institutions frequented by the target audience, including community centers, pharmacies, doctors' offices, churches, senior centers, and grocery stores. We'll include these potential partnership recommendations in our campaign guidelines.

Through this partnership and our experience in connecting with diverse audiences, we'll develop campaign messages that connect with older adults, people with disabilities, and caregivers to broadcast the availability of caregiving programs.

### **Customizing Creative Materials**

With a deep understanding of Allegheny County's target audiences and marketing goals, Hatcher will develop engaging, audience-focused messaging and collateral to communicate across multiple platforms and across a wide range of audiences and locations.

Our award-winning creative talent will develop imagery to reinforce the values our words express while respecting the topic and the people we're trying to reach. We'll choose images and content that strike the right balance of representation without leaning on hollow words. We will regularly consult with the Allegheny County team and expert panel to verify that the visuals and design elements we use align with your collective vision.

In our recommended tactics, we offer pre-formatted, customizable template designs because they're easily adaptable for content input and can incorporate unique logos and contact information. To maximize accessibility, we'll produce all materials in English, Spanish, and 508 compliant versions. Based on our initial review of the project, we propose the following marketing materials:

- **Social Media Toolkit** (including five to seven social graphics) – We recommend a social media

toolkit to drive digital engagement with partners and target audiences. The toolkit will feature pre-drafted posts for a variety of social media channels, including Facebook, Twitter, and Instagram. Our digital and design teams will develop graphics highlighting key messages for each social post. The toolkits will include five to seven social graphics as well as branded hashtags, organizations' handles to tag, and posting directions.

- **Flyer** – We'll create an easily customizable one-page flyer to consolidate and communicate key information about the campaign and include a call to action. We'll create a template in InDesign along with a Word version for customization.
- **Press Release Template** – To promote the campaign, we'll develop a press release template for your partners to use to drive earned media coverage in their community. The press release template will include approved campaign messaging and identify sections for customized information. Note: The campaign guidelines we'll develop will include best practice information on customizing all materials and distributing press releases to local media.
- **Oversized Postcard and Magnet** – Postcards are a low-cost, attention-getting method of sending marketing materials to your target audiences. We suggest using a jumbo postcard with easy-to-read content using large type fonts and eye-catching visuals. Here, too, we'll create a designed template with an accompanying Word document.
- **Informational Poster** – Hatcher will create a poster that showcases your key message and visually attracts attention while drawing eyes to your call to action. Your stakeholders can display the poster in areas frequented by the target audience to boost awareness.
- **Radio Spots** – Advertising on traditional and/or streaming radio can be one of the most effective methods for targeting specific demographics and market segments. Our multimedia team will produce two :30 and two :15 radio ads for the campaign, each using a motivational, friendly tone and accompanying music tracks. We'll also develop customizable versions of the scripts for partners to use, aligning campaign messages across all advertising efforts.
- **Motion Graphic Video with Accompanying Social Media Version** – We'll create a :30 motion graphic video to explain ride options and include a clear call to action. We'll also develop a :15 video for social media use.
- **Billboard** – Hatcher will design and place billboards to strategically reach target audiences. Billboards can be more effective in reaching people in areas of the county where most of the population commutes via car.
- **Bus Transit** – Transit ads are particularly effective in reaching residents in the more populated parts of the county as well as lower-and moderate-income residents. We'll develop ads for buses and bus shelters.
- **Newspaper Ad** – Hatcher will leverage our existing media relationships and ad-buying expertise to design and place ads in outlets regularly read by your target Allegheny-based audiences.
- **MAT Release** – A paid tactic like a MAT release (advertorial/article) is a powerful way to spread messages to a network of print and online news publishers. We'll write a 400 to 700-word article about the campaign that's informative, compelling, timely, and easy-to-read, yet concise while including visuals, a captivating headline, source citations, and an engaging call to action. Placement targets could include *Pittsburgh Senior News* or other outlets that reach the target population.
- **Roll-up Banner** – Our team will design an easily transportable roll-up banner to display at community events, clearly identifying the AAA program and encouraging folks to learn more about its caregiving programs.
- **Infographic** – Hatcher will develop eye-catching infographics to visually convey data and outline your organization's impact.

## Timeline and Budget

For the work described above, Hatcher proposes a firm-fixed price budget of \$149,991. This budget is based on our fully loaded 2022 labor rates and includes other direct costs (ODC), such as Mat release placement and advertising. It does not include additional out-of-pocket expenses, such as printing and travel. Costs assume two rounds of client feedback for each deliverable. We look forward to working with you to finalize the most appropriate and impactful mix of deliverables and advertising spending. We'll conduct invoicing pursuant to DHS contract requirements and standard terms and conditions contained in the Allegheny County contract.

<b>Task/Deliverable</b>	<b>Cost</b>	<b>Target Date</b>
<b>Create Publicity Campaign</b>		
Strategy Development	\$6,093	May 27, 2022
Messaging/Stakeholder Consultation	\$7,528	June 3
Partnership Identification	\$2,668	
<b>Develop Campaign Materials</b>		
MAT Release	\$1,590	June 17
Two Social Media Toolkits	\$2,896	
14 social graphics	\$2,907	
Two flyers	\$3,892	
Press Release Template	\$1,373	
Oversized Postcard/Magnet combo	\$2,774	
Informational poster	\$2,235	
Radio Spots (2 :30 and 2 :15 write and produce)	\$3,919	June 24
Motion Graphic Video + social media version	\$3,558	
Billboard	\$4,397	
Bus/transit ad	\$5,198	
Newspaper ad	\$3,219	
Roll-up banner for events	\$2,212	
Infographic	\$6,021	
<b>Execute Digital Ad Buy</b>		
Management and optimization	\$5,381	July 5 – Dec. 31
<b>Project Management/Check-In Calls</b>	\$9,936	May 16 – Dec. 31
<b>LABOR TOTAL</b>	<b>\$77,791</b>	
<b>Other Direct Costs (ODC)</b>		
Music for Radio and Motion Graphic	\$200	
MAT release placement	\$2,000	
Streaming audio buy	\$10,000	
Streaming video buy	\$5,000	
Programmatic display buy	\$10,000	
Out of home and other advertising buy	\$45,000	
<b>ODC TOTAL</b>	<b>\$72,200</b>	
<b>GRAND TOTAL</b>	<b>\$149,991</b>	