



**The Community Foundation of Greater Chattanooga is issuing a request for proposals (RFP) from strategic communications and marketing firms who share our vision for transforming generosity into lasting change.**

## **BACKGROUND**

For 60 years, the Community Foundation of Greater Chattanooga ("CFGC" or "the Foundation") has been a force for good in the Tennessee Valley by transforming generosity into a more prosperous and just region for everyone. CFGC was founded in 1963 by a group of community leaders who sought to create a charitable entity that could advise many of the community's most generous and civic-minded families on how to efficiently and effectively invest in addressing its greatest needs. Today, the Foundation has more than \$200 million under management, thanks to the support of hundreds of donors from across Hamilton County.

Together with our community and partners, we transform generosity into lasting change toward a prosperous and just Chattanooga where all can thrive and achieve their full potential. Across four key focus areas, the Community Foundation of Greater Chattanooga works to impact and change in our community.

## **Philanthropy**

We help grow a community of donors who are committed to transforming their generosity into lasting impact in the greater Chattanooga region. Through relationships and philanthropic support, we help our donors make a difference.

## **Impact**

We support and invest in diverse and collaborative partners and leaders, through developing and supporting their narratives, stories, and ideas, to realize lasting change that will disrupt intergenerational poverty, create opportunities for prosperity, advance racial equity, and decrease disparities in outcomes for communities of color.

## **Equity**

Equity is the lens through which we view and assess our own work. Equitable access to opportunity is at the heart of our vision of a Chattanooga where all residents have access to the resources and relationships they need to thrive regardless of their race, gender, identity, or the zip code where they were born.

## **Stewardship**

We are committed to being excellent stewards of community resources. That's why we're committed to operational excellence, maintaining a high-performing team, and meeting or exceeding market returns in order to ensure we can continue to affect change for generations to come.

In the nearly six decades since its creation, the Foundation has been central to some of the community's most ambitious, important, and transformative projects, including among many others:

- The 2005 "21st Century Waterfront" plan for the Chattanooga riverfront
- The emergency response to the COVID-19 pandemic
- Impact investing in minority-owned businesses and entrepreneurs of color
- The creation of the Ed Johnson Memorial to honor an innocent lynching victim
- The Eviction Prevention Initiative and Court Modernization partnership with the Pew Charitable Trusts – two projects that work within our civil justice system to avoid traumatic and costly family displacements and the impacts of civil legal debt.

In 2021, CFGC's Board of Directors unanimously passed a new five-year **strategic plan** which boldly articulated its renewed commitment to addressing long-standing issues of racial equity, centering marginalized voices, and investing in underserved communities. The Foundation's theory of change states that "***Lasting community impact happens when we work together***" and provides a compelling rationale for supporting strong leaders, strong anchors, strong stories, and strong ideas.

The strategic plan also contains clear goals and benchmarks for the Foundation's philanthropy team who are tasked with identifying, cultivating, and acquiring new donors, as well as maintaining strong relationships with existing donors. These donors will be essential to delivering the kind of transformational impact that the strategic plan mandates – and which the region and the moment demand.

## **OPPORTUNITY**

CFGC intends to engage a professional services provider who can collaborate with us on a strategic marketing and communications plan to:

- **Research** our organization, our market, and our target audience in order to develop actionable insights about who they are, where they reside, and how they are influenced. This may include defining target audiences which we had not traditionally considered.
- **Create** compelling narratives for these audiences that remain true to our brand and voice.
- **Place** content in channels, including earned and owned media, to efficiently reach our target audiences and move them to action.
- **Adjust** these tactics based on new insights, ideas, and feedback.

## CONSIDERATIONS

- We anticipate that an effective campaign will require at least 12 months to demonstrate evidence of success.
- 2023 will be the Foundation's 60th anniversary. This is a meaningful milestone for our organization and our community, and while it should be acknowledged, it does not necessarily need to be the center of a strategic marketing and communications campaign.
- Favorable consideration will be given to firms that can demonstrate experience in the financial services sector, particularly those who have delivered successful B2B marketing efforts.
- Cost will not be the only consideration in determining our selection.
- Favorable consideration will be given to certified minority-owned and/or female-owned enterprises. We will consider proposals from single firm or joint proposals of smaller firms/service providers, so long as a single point of contact is identified and remains consistent throughout the engagement.
- The Foundation has several vendor relationships currently in place managing various communications efforts on our behalf (i.e. social media, project-specific collateral design). While this RFP is intended to identify a firm that can provide a more comprehensive, holistic, and strategic approach, close collaboration with our existing network of partners will be expected.

## PROPOSAL FORMAT

Please email [kerry@coeonow.com](mailto:kerry@coeonow.com) your proposal including the following:

- Your firm's history, profile, and biographies of relevant staff
- Description of your methodology and approach including, how clear benchmarks for success
- Case studies or examples of relevant recent client work, including case studies and/or testimonials
- 12-month timetable and cost proposal

Physically mailed proposals will not be considered. We may not be able to respond to every submission. We will schedule follow-up meetings for those proposers we wish to consider, and ask that you reserve any questions you may have about the Foundation or this RFP until that time.

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