

THE KRESGE FOUNDATION

Request for Proposal

Strategic Communications: Marygrove P-20 Partnership

The Kresge Foundation (“Kresge”) invites organizations to submit a proposal to provide strategic communications support to the Marygrove P-20 Partnership in developing and implementing a narrative strategy and communications framework in accordance with the specifications and requirements noted in this Request for Proposal (“RFP”). Specific dates for services and deliverables will be scheduled and confirmed.

The Kresge Foundation is a \$4.2 billion private, national foundation that works to expand opportunities in America’s cities through grantmaking and investing in arts and culture, education, environment, health, human services, and community development efforts in Detroit. For more general information about the Foundation, please visit our website at www.kresge.org.

In consideration for an award of any contract entered into pursuant to this RFP, the entity/organization will be afforded full opportunity to submit statements of qualifications in response to this RFP and will not be discriminated against on the grounds of race, religion, color, national origin, age, sex, disability, sexual orientation, or any other legally protected status.

This RFP is an invitation by Kresge for the entity/organization to submit a proposal, which may be subject to subsequent discussion. Submittal of a proposal does not create any right in or expectation of a contract with the Foundation. The Foundation reserves the right to reject the proposal and the Foundation further declares that it will incur no financial obligations for any costs by any entity/organization in preparation of their proposal. Any contract awarded (in the form of Attachment A) will be made based on evaluation of the response, applying all criteria, and based on qualifications to perform the deliverables/services.

Background on the Marygrove P-20 Partnership:

The Marygrove P-20 Partnership (the “P-20 Partnership”), a Kresge supported partnership of Starfish Family Services, Detroit Public Schools Community District, the University of Michigan School of Education and the Marygrove Conservancy, is creating a neighborhood-centered educational campus at Marygrove. This P-20 campus will serve Detroit students and families as a model of excellence in education that integrates their experience from cradle through college and career through a place-based approach and innovative partnerships. We develop critical thinkers and community-minded citizens who have the skills and knowledge to be leaders in the 21st century. The P-20 Partnership offers culturally responsive and sustaining programs and services, using evidence-based curricula and practices that sets high expectations for all children. Furthermore, it recognizes and elevates the transformative power of healthy relationships between and among children and adults, and endeavor to create intentional connections between the campus, its partners, and the neighboring community. Thus, it knows that students and families will be empowered and equipped to define and advocate for their own future and the well-being of their community.

The P-20 Partnership’s core components include:

- **The P-20 Partnership** is offering a scalable model for working across systems and sectors with transparency and collaboration, integrating education and community development to create the
-

best possible outcomes for children. It also offers intentionally designed physical spaces that convey the dignity of our children and the need for bright, active places that promote learning.

- **The early childhood and elementary partnerships** are developing confident and curious young learners who are well-prepared for school and lifelong success.
- Through its engineering, design and social justice focus, **the K-12 school** will enable students to identify and solve complex problems, participating in a more just and equitable future. Every graduate will be prepared to pursue postsecondary choices and succeed in personal and professional endeavors.
- **The K-12 teaching school** is expanding the pipeline of educators in Detroit through high-quality, integrated educator preparation, field experiences, and rigorous mentorship to prepare educators for success.
- **Child and family support services** are addressing a comprehensive set of priorities for students, families and community members to ensure that provide holistic supports for their academic, social-emotional, mental and physical health, and other needs.

Scope of Services/Deliverables Required:

Kresge, on behalf of the P-20 Partnership, is seeking an entity/organization to develop and implement a strategic communications plan for the Partnership. The objective of the work is to establish a well-known brand for the P-20 initiative that is recognized for its educational best practices and can be replicated in other communities. Please see below for more details on our vision and requirements for a successful partner.

Capabilities

A successful partner will possess exemplary public relations competencies with capabilities in the following areas:

- **Coordination and Facilitation:** Facilitating thoughtful, collaborative processes between the P-20 partners to develop and implement a shared vision and an actionable plan.
- **Strategy Planning and Development:** Facilitating the development and implementation of a strategic communications plan.
- **Cross-Tactic Storytelling:** Identifying appropriate tactics and forums for P-20 storytelling to best accomplish the Partners' goal of establishing a Detroit P-20 brand rooted in excellence and facilitating knowledge transfer to priority audiences.
- **Asset Development and Implementation:** Developing public- and private-facing assets to support the implementation of a strategic communications plan.

More specifically, each of these key responsibilities are focused on four envisioned core components of the strategic communications plan:

Framing and Branding

- Developing a unique brand (including a visual identity and set of key messages) for the P-20 Partnership (and model), nested within and in conjunction with, but separate from the Marygrove Conservancy and the campus itself, while also highlighting the roles and branding of individual partners.
- Ensuring the brand for the P-20 Partnership is consistent with each partners' priorities and their respective roles within the P-20 Partnership.

Narrative

- Creating a narrative arc for the P-20 Partnership, telling a story of how it was created, where it is now, and the vision for the future. The narrative arc should connect the bold vision for the partnership with the legacy and history of the campus.
- Identifying components of the P-20 Partnership, such as the teaching school, early childhood and health services, and strategically nest each of those components within the overall brand and narrative arc, while maintaining the unique stories of each component.
- Customizing messages within that narrative arc focused on different groups of audiences, such as donors, families, institutional stakeholders and policymakers.

Tools and Tactics

- Crafting and implementing a cross-tactic storytelling strategy.
- Creating visuals and other storytelling tools to communicate the P-20 Partnership's narrative.
- Creating common language for the P-20 Partnership to ensure consistent description of its vision, the narrative, and its various components.
- Creating a set of shared collateral, such as talking points, presentations, visuals and other communications assets for partners to use when communicating externally about the P-20 Partnership.
- Facilitating the development of a set of principles and norms for collective, and individual, communications on behalf of the P-20 Partnership.
- Recommending a vision for, and cadence of, information sharing across the partner organizations to ensure alignment.
- Identifying and securing opportunities to elevate the P-20 Partnership to local, regional and national/international audiences
- Identify opportunities to connect with the Marygrove Conservancy's communications opportunities and campus-wide storytelling efforts.

Evaluation

- Creating and implementing a process to evaluate whether, and how, our strategic communications plan is meeting intended goals.

Team Skills and Expertise:

The successful entity/organization will meet the following qualifications:

- Storytelling expertise across earned, owned, and paid channels.
- Demonstrated experience and expertise in developing strategic communications frameworks and strategies – going beyond tactical communications and media relations coordination with a focus on more strategic approach to communicating the what and the how of transformational initiatives.
- Demonstrated experience in developing communications assets ranging from narratives to public-facing assets and collateral.
- A commitment and expertise in facilitating cross-sectoral partnerships, especially in the nonprofit and education fields, and facilitating partnerships between large institutions to move toward a common vision that reflects shared priorities.
- Experience working with transformational initiatives in education will be highly valued.
- A diverse team to reflect the rich diversity of Detroit.

- A commitment to Detroit, its neighborhoods, and engagement with residents and families in Detroit's neighborhoods.
-

Evaluation:

Evaluation of each proposal will be based on the following criteria:

Factors:

- Experience
 - Bid Completeness
 - Capacity to Provide Service
 - Qualifications
 - Cost and Sustainability
 - References from Past Clients and/or Partners
-

The Search Selection Process

A proposal should be no more than ten (10) pages in length, detailing:

- The entity/organization's qualifications based on the Minimum Qualifications above, including specific projects that demonstrate the vendor's qualifications.
 - A summary of the entity/organization's proposed approach in supporting the development of a strategic communications plan, based on the core components above.
 - An introduction of the key team members that would be dedicated to this work on day one. Please include a high-level overview of anticipated roles and the percent of time each would contribute to the project.
 - A budget including entity/organization's hourly rates, pricing for each type of activity, including expected time commitment for each type of activity. The budget does not count toward the proposal page limit.
 - A list of references, particularly nonprofit organizations and private foundations for whom the entity/organization has provided service to within the last three years. Please include names, addresses and telephone numbers for a minimum of three references that may be contacted.
 - A demonstration by the entity/organization of its organizational commitment to diversity, equity and inclusion.
-

Timetable for proposal process:

Date	Activity
Week of March 14, 2022	Kresge distributes RFP, inviting organizations to submit a response.
March 28, 2022	Organizations submit any questions they may have regarding the scope of work and selection process to: Kaniqua Welch, Communications Officer Email: kwelch@kresge.org
April 4, 2022	Kresge develops FAQs to answer questions submitted; provides to organizations.
April 18, 2022	Proposals are due and submitted to: Kaniqua Welch, Communications Officer Email: kwelch@kresge.org
May 13, 2022	Kresge selects top three organizations for interview process.
May 16-June 17, 2022	Kresge schedules interviews with top three organizations with the Marygrove P-20 partners.
June 24, 2022	Kresge and Marygrove P-20 partners select the winning organization.
Week of June 27, 2022	Introductory call(s); work begins.

Annual Fee Budget

The total budget should not exceed \$75,000.00, inclusive of expenses, for one year.

An emailed copy of the proposal should be submitted to **Kaniqua Welch, Communications Officer, kwelch@kresge.org**. We prefer that the proposals be clear, concise, and limited to no more than 10 pages. The proposals will be reviewed, and a recommendation made to the P-20 Partnership Executive Committee, according to the timeline above.

Inquiries:

If you have specific questions regarding the *services/deliverables* requested in the proposal, submit them via email to **Kaniqua Welch, Communications Officer, kwelch@kresge.org** by **Monday, March 28, 2022**. Q&A will not be permitted following this date.

THANK YOU FOR YOUR INTEREST IN THE KRESGE FOUNDATION

3215 W. Big Beaver
Troy, MI 48084
www.kresge.org