

# Request for Proposals (RFP)

Marketing and Public Relations Services  
Port Huron, Michigan

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## I. Introduction

Northeast Michigan Community Service Agency, Inc. (NEMCSA) is a private, nonprofit Community Action Agency serving residents throughout Northeast Michigan. NEMCSA is soliciting proposals from qualified firms or individuals to provide marketing and public relations services in connection with the launch of early childhood services, including Head Start and Early Head Start, at the Port Huron site located at 3403 Lapeer Road.

As the incoming provider, NEMCSA seeks to build a strong, positive reputation for this site following a history of service challenges under the former operator. Through a comprehensive communications strategy, NEMCSA intends to rebuild community trust, strengthen relationships with families and partners, and clearly communicate the availability of high-quality services under new management.

This RFP is issued in accordance with NEMCSA procurement policies and applicable federal regulations governing nonprofit grantees, including **2 CFR Part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards**.

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## II. Purpose

The purpose of this RFP is to identify a qualified marketing and public relations contractor to:

1. Design and implement a launch campaign announcing NEMCSA as the new service provider in Port Huron.
  2. Rebuild confidence among families, stakeholders, and the broader community.
  3. Develop and execute a communications plan that integrates traditional media, digital platforms, and community engagement.
  4. Ensure consistency with NEMCSA's established brand standards and web presence.
  5. Deliver all services within a fixed total budget of \$15,000.
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### III. Scope of Services

The selected contractor will provide the following services:

- **Strategic Planning**  
Develop a comprehensive 6–12 month marketing and communications plan tailored to the Port Huron community.
  - **Media and Public Relations**  
Draft press releases, facilitate interviews, and secure coverage with local newspapers, radio, television, and online outlets.
  - **Advertising Campaign**  
Design and place advertisements in print, radio, social media, and other effective channels, with budget-conscious recommendations.
  - **Social Media and Web Integration**  
Create and manage content for program-related social media platforms in alignment with NEMCSA’s existing online presence.
  - **Creative Materials**  
Develop flyers, posters, digital graphics, and other promotional materials consistent with brand standards.
  - **Community Outreach**  
Recommend and support grassroots strategies such as participation in community events, parent testimonials, and partner collaborations.
  - **Reporting and Evaluation**  
Provide monthly reports detailing campaign activities, reach, and impact, with recommendations for adjustments. A final report will summarize outcomes and provide guidance for sustainability.
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### IV. Deliverables

- Written communications and marketing plan with proposed tactics and timelines.
  - Media kits, press releases, and campaign collateral.
  - A coordinated launch campaign across identified media.
  - Ongoing social media and public relations support.
  - Monthly performance reports and a final project report.
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### V. Proposal Requirements

All proposals must include the following:

1. **Organizational Profile** – Background of firm/consultant, including nonprofit and/or public sector experience.

2. **Approach and Work Plan** – Description of how the contractor will meet objectives and deliverables.
  3. **Qualifications of Key Staff** – Résumés or bios of staff assigned to the project.
  4. **Relevant Experience** – Examples of past work with nonprofit, education, or human service organizations.
  5. **References** – At least three (3) references from comparable projects.
  6. **Budget** – Itemized budget including professional fees, media buys, creative development, and other anticipated costs.
  7. **Compliance Statement** – Statement of compliance with:
    - 2 CFR 200 (Uniform Guidance procurement standards).
    - Equal Employment Opportunity (EEO) requirements.
    - Nondiscrimination and accessibility requirements (Title VI of the Civil Rights Act, Section 504 of the Rehabilitation Act, and the Americans with Disabilities Act).
    - Any applicable local, state, or federal laws.
  8. **Conflict of Interest Disclosure** – A certification that the proposer, its principals, and employees do not have any organizational or personal conflicts of interest that would prevent objective performance of services for NEMCSA.
  9. **Debarment and Suspension Certification** – A certification that the proposer, its principals, and affiliates are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in federally funded contracts (per **2 CFR Part 180**).
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## VI. Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated understanding of nonprofit and community-based communications.
- Creativity, clarity, and feasibility of proposed approach.
- Experience with integrated campaigns across print, radio, social media, and community engagement.
- Familiarity with the Port Huron region and audience.
- Qualifications of proposed staff.
- Reasonableness and transparency of budget.
- References and past performance record.
- Demonstrated ability to comply with **federal procurement standards (2 CFR 200)**.
- Submission of required conflict of interest and debarment/suspension certifications.

NEMCSA reserves the right to reject any or all proposals, to waive informalities, and to award a contract in the best interest of the agency.

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## VII. Timeline

- **RFP Issued:** September 8, 2025
  - **Deadline for Questions:** October 1, 2025
  - **Proposals Due:** October 8, 2025
  - **Review and Selection:** October 17, 2025
  - **Contract Award Notification:** October 20, 2025
  - **Anticipated Start Date:** November 1, 2025
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## VIII. Submission Instructions

Proposals must be submitted electronically in PDF format to:

Paige Natzel  
Executive Assistant  
Northeast Michigan Community Service Agency, Inc. (NEMCSA)  
NatzelP@nemcsa.org  
989-358-4674

Late submissions will not be considered.

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## IX. Terms and Conditions

- All costs incurred in preparing a proposal are the sole responsibility of the applicant.
  - NEMCSA reserves the right to negotiate scope and budget with the selected contractor.
  - The selected contractor will be required to enter into a written agreement with NEMCSA.
  - All materials produced under this contract will be the property of NEMCSA.
  - Contractor must maintain appropriate insurance coverage as required by NEMCSA.
  - Contractor must comply with all applicable provisions of **2 CFR 200, Subpart D (Procurement Standards)**.
  - Contractor must provide signed certifications of **conflict of interest disclosure** and **debarment/suspension status** prior to contract execution.
  - The funds are required to be spent by January 31, 2026.
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# Appendix A – Conflict of Interest Disclosure Form

## Northeast Michigan Community Service Agency, Inc. (NEMCSA) Conflict of Interest Disclosure Certification

As a prospective contractor for NEMCSA, I hereby certify that:

1. Neither I, nor any principal, employee, or agent of my organization, has any actual or potential organizational or personal conflict of interest that would impair our ability to perform services objectively and in the best interests of NEMCSA.
2. If any conflict of interest, real or perceived, arises during the course of the contract, I agree to disclose it immediately to NEMCSA in writing.
3. I understand that NEMCSA reserves the right to determine whether such a conflict disqualifies my organization from further consideration or necessitates corrective action.

**Contractor/Organization Name:** \_\_\_\_\_

**Authorized Representative (Print):** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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# **Appendix B – Certification Regarding Debarment, Suspension, and Other Responsibility Matters**

**Northeast Michigan Community Service Agency, Inc. (NEMCSA)**

**Debarment and Suspension Certification**

(Required by 2 CFR Part 200, Appendix II, and 2 CFR Part 180)

As a prospective contractor for NEMCSA, I hereby certify that:

1. Neither I, nor any principal, affiliate, or employee of my organization is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in federal contracts or programs.
2. I further certify that no federal, state, or local government entity has, within the past three (3) years, instituted legal or administrative proceedings that resulted in my organization being found in violation of public contract laws or regulations.
3. I agree to notify NEMCSA immediately if my organization or any principal becomes debarred, suspended, or otherwise declared ineligible during the term of any contract awarded.

**Contractor/Organization Name:** \_\_\_\_\_

**Authorized Representative (Print):** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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# Appendix C – Proposal Cover Sheet

**Northeast Michigan Community Service Agency, Inc. (NEMCSA)**  
**Request for Proposals (RFP): Marketing and Public Relations Services – Port Huron, Michigan**

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## Proposal Cover Sheet

**1. Contractor/Organization Name:**

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**2. Mailing Address:**

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**3. Primary Contact Person:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**4. Federal Tax Identification Number (TIN or EIN):**

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**5. Type of Organization (check one):**

☐ Corporation

☐ Partnership

☐ Sole Proprietorship

☐ Nonprofit Organization

☐ Other (please specify): \_\_\_\_\_

## 6. Certification

The undersigned certifies that:

- The information provided in this proposal is true and correct to the best of my knowledge.
- The organization agrees to comply with all terms, conditions, and requirements set forth in the RFP.
- The organization has completed and attached the required **Conflict of Interest Disclosure (Appendix A)** and **Debarment/Suspension Certification (Appendix B)**.
- The signatory is authorized to submit this proposal on behalf of the organization.

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**Authorized Representative (Print):** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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## Appendix D – Proposal Evaluation Scoring Rubric

Northeast Michigan Community Service Agency, Inc. (NEMCSA)

RFP: Marketing and Public Relations Services – Port Huron, Michigan

Each proposal will be evaluated and scored by the review team using the criteria below. The maximum possible score is **100 points**.

Criteria	Description	Points
<b>Understanding of Nonprofit and Community-Based Communications</b>	Demonstrates clear understanding of nonprofit mission-driven communication, early childhood services, and community engagement needs.	15
<b>Approach and Work Plan</b>	Quality, creativity, and feasibility of proposed strategies to rebuild reputation and launch campaign. Clear alignment with NEMCSA objectives.	20
<b>Experience and Qualifications</b>	Relevant past performance with nonprofits, education, or human services. Qualifications of key staff.	15
<b>Multi-Channel Capacity</b>	Demonstrated ability to manage integrated campaigns across print, radio, social media, and community outreach.	15
<b>Familiarity with Port Huron Region</b>	Demonstrates knowledge of local community, media market, and stakeholder landscape.	10
<b>Budget and Cost Effectiveness</b>	Transparent, detailed, and reasonable budget. Cost efficiency without compromising quality.	10
<b>References and Past Performance</b>	Strong references confirming successful past work on comparable projects.	5
<b>Compliance</b>	Submission of required certifications: Conflict of Interest (Appendix A), Debarment/Suspension (Appendix B), and adherence to 2 CFR 200 standards.	10
<b>Total</b>		<b>100</b>

### Scoring Guidance

- **Excellent (Full Points):** Proposal fully meets or exceeds requirements; strong evidence provided.
- **Good (75% of Points):** Proposal meets requirements with minor weaknesses.
- **Fair (50% of Points):** Proposal partially meets requirements; moderate weaknesses or gaps.
- **Poor (25% of Points):** Proposal minimally meets requirements; significant weaknesses.
- **Unacceptable (0 Points):** Proposal fails to meet requirements.