



## **Request for Proposal (RFP)**

### ***Marketing & Communications Services***

#### **Overview**

The Iowa Women's Foundation (IWF) was founded in 1994 as the only statewide organization focused on improving the lives of Iowa women and girls. Our purpose is to elevate the voice, stories, successes and needs specific to Iowa's women and girls.

Our mission is focused on economic self-sufficiency by working to break down six identified barriers: childcare, housing, transportation, education & training, employment and mentoring. IWF carries out its mission primarily through grantmaking, supported by research, advocacy, collaboration and education.

In recent years, IWF has become a key convenor to raise awareness of Iowa's childcare crisis and support local solutions through facilitation, resources and conferences. This work has been recognized widely throughout the state. Additionally, IWF has received national attention for our success.

#### **Purpose of this Contract**

The purpose of this RFP will be to identify a contractor(s) who will provide marketing and communications services to strengthen our brand awareness, increase donor acquisition and retention through support of fundraising campaigns, expand our digital presence and increase engagement with our mission through storytelling and impact communications.

#### **Scope of Work**

The IWF team consists of four members who excel in content and mission-related activities but require specialized expertise to help us effectively showcase and communicate the impact of our work.

We are seeking an external marketing agency to provide comprehensive marketing and communications services, including:

- **Strategy Development:** Conduct a thorough audit and competitive analysis to be used in the creation of a detailed marketing and communications strategic plan. **Digital Marketing:** Craft messaging strategies and identify the appropriate communication platforms. These include (but aren't limited to):
  - Social media strategy and management
  - Email marketing campaigns
  - Organic vs. paid advertising recommendations
- **Fundraising Support:** Execute the marketing and communications strategy with specific tactics related to:

- Campaign messaging development
- Giving day strategy
- Donor journey mapping
- Direct mail
- **Content & Creative:** A comprehensive team (or collective) of contractors are needed with both experience and specialization in graphic design, copywriting, video storytelling and/or case studies and impact reports.
- **Public Relations:** Enhance IWF's already stellar credible reputation through strategies and tactics that amplify organizational presence and engagement that turns into growth. Baseline work includes:
  - Media outreach
  - Press releases
  - Thought leadership placements

### **Analytics and Optimization**

- **Monthly Reviews:** Regular reviews and discussions to refine the strategy based on performance metrics.
- **Adjustments:** Modify calls to action and other elements as needed.

### **Timeline**

RFP Released: March 9, 2026

Proposal Submission Deadline: 5pm CST, March 30, 2026

Project Start Date: July 1, 2026

### **Budget**

The budget for this contract depends on vendor expertise and number of contractors needed to complete the full scope of work listed above. The total budget range for the scope listed above is between \$35,000 - \$50,000. Proposals should include a detailed fee structure that includes:

- Hourly rates (if applicable)
- Project-based fees
- Retainer options

There may be additional ad hoc projects, printing and bulk mail expenses that will be pre-approved and paid separately outside of this contract.

### **Proposal Requirements**

- **Company Overview:** Provide organizational background and experience working with nonprofits.
- **Approach & Methodology:** What is the strategic framework your organization has utilized in the past? How do you measure success? What is the typical reporting structure and elements you use with clients?
- **Team:** Who are the key team members who will be working with IWF? What are their roles, responsibilities and relevant experience?

- **Work Samples:** Include 2-3 relevant nonprofit campaigns. What were the results of this work?
- **Budget & Budget Narrative:** Provide detailed pricing information (see Budget section for detail) and requested payment schedule.

### **Submission Instructions**

Please submit proposals in PDF format to:

**Carly Harper**  
**Development Director**

[carly@iawf.org](mailto:carly@iawf.org)

**Subject Line: IWF Marketing and Communications Services RFP Proposal – [Company Name]**

Proposals must be received no later than 5:00pm CST, March 30, 2026.

### **Terms & Conditions**

IWF reserves the right to reject any or all proposals. This RFP does not obligate the organization to award a contract. All costs incurred in proposal preparation are the responsibility of the applicant.

Final scope of work will be negotiated with the selected contractor(s).