

RFP # ELCNWF 2022-02
Coalition Workforce Initiative Public Awareness Campaign

FAQ

Where would we direct traffic generated from the campaign? Is there a place where interested parties can find more information?

With the development of the campaign, we will plan to create a landing page on our website. We currently do not have one at the moment, as we typically do not provide this service in our normal operations. With our new grant and this awareness campaign to accompany it, we will develop a place for prospective early educators to seek information. We will most likely be building this page together with the agency as to brand it accordingly with the new campaign creative.

If we feel the allotted budget will not cover everything listed in the scope of work, can we provide you a breakout of what we believe each tactic will cost, along with our recommended tactics so you can pick and choose from the itemized list?

Yes, we would appreciate the agency expertise and recommendations, and we can plan to review all options and see what would make the most sense to maximize our budget.

The RFP states the budget is \$75,000 and the length of the contract is 3 months (with the ability to renew for 1 year after). Is this \$75,000 supposed to be completely spent/dispersed by the end of the 3-month contract or do we need to count the potential extra year with that amount.

The allotted funds just need to be expended before the end of the 3-month contract period. But this also can include any prepaid/booked media placements that are scheduled to run after the 3-month contract, as long as it has already been paid.