

SUMMARY FROM MARKETING COMMUNICATION RFP INFORMATION SESSION

August 29, 2024

This RFP is for marketing, communications support to introduce the new Franklin County Crisis Care Center to the community.

- The crisis center opens to the community in spring 2025. ADAMH has a separate contract with an event planner to do a series of key stakeholder events, partner ribbon-cutting ceremony and community open house.
- We want to launch the marketing/communication campaign in tandem with that opening and expect that vendor to collaborate with the recipient of this RFP. We anticipate the campaign to be in market from March/April through year end.
- ADAMH has been involved in stakeholder outreach for years to gain input and support – it is a facility planned and funded by the community for the community.
- We reached our [construction fundraising goal of \\$60 million](#) in November 2023 with support from all levels of government as well as corporate and private philanthropic dollars – fundraising will not be a component of this new work.

The audience is the broader community of Franklin County adults, ages 18 and older.

Communication challenge/opportunity – how to describe a new way of delivering crisis services to the community that is relatable, easily understood – that it is accessible to any adult in Franklin County regardless of insurance status or ability to pay. No wrong door—you show up, we take care of you.

- A successful campaign will both create awareness about the crisis center and educate about how the new facility is an available alternative to emergency departments for adults experiencing a mental health and/or addiction crisis.

Addressing budget questions:

The budget is divided into three components. These are not-to-exceed budgets. There is some flexibility, if needed, in how the first \$60K is used for research, planning and asset development.

- **\$30K for research and planning** –
 - Because of the way ADAMH assembled the budget \$30K needs to bill in 2024, while understanding that some of that work will definitely extend into 2025.
 - Doing our homework is important because want to get the messaging right as we roll out first-of-its-kind services. How do we best describe in an easy-to-understand way? What imagery resonates, compliments messaging?
 - We will look to our selected partner to recommend the best method to test messaging and creative approaches.

- **\$30K for asset development –**
 - This is new work – ADAMH does have a marketing campaign that has run since 2022 – Help, Healing, Health and Hope – that drives people to the ADAMH provider listing on our website. That campaign sunsets at year end. Those assets can be made available as a starting point.
 - Looking for the selected vendor to recommend a creative mix of digital and social paid media and organic posts, print and out-of-home strategies. For instance, we are interested in exploring placements in digital boards in primary care provider offices.
 - We will be following ADAMH branding and are not looking for logo development. We want to use the typeface on building signage and the gold triangle in the ADAMH logo as the main branding element.
 - We are not anticipating the need for any video production.
 - We have existing [fact sheet](#) and PPT that we currently use in the community to promote the project but view this campaign as a shift from a project to a new way to receive crisis services.
 - ADAMH is handling earned media strategy but would be open to vendor support in a social media influencer strategy as part of the campaign.

The \$175K is for campaign spend:

- This amount does not need to be invested only in paid media.
- We would be interested in creative recommendations for these dollars that can include community outreach.

For questions about imagery and existing assets:

- We have a large library of existing photos, drone photography and building renderings.
- We are working with our construction partners and architect to have professional photography done when the building is complete, some in the early part of the year. Those images will be made available for this campaign. Therefore, photography does not need to be accounted for in this RFP.
- We need to develop collateral materials that align with the campaign that ADAMH will print – items that can be used at community events and other outreach activities and shared with partners for distribution. These materials can include, but are not limited to rack cards, postcard, posters and fact sheets. ADAMH will collaborate with vendor on copy for many of these items.
- We want some materials to be assessable in other languages: (likely postcard, digital ad and a social post). Spanish, Somali, Nepali, French and Arabic are the languages called out in the RFP.

- ADAMH has an [existing website for the crisis center as a subsite on the ADAMH site](#). It is currently a project site – and will evolve to a service-focused site when the center opens.
- ADAMH has an existing website vendor, RobinTek, who will work with the selected firm to make adjustments to that landing page to align with the campaign - as we anticipate that any digital advertising will drive people to click for more information.

RFP Submission Information:

- RFP deadline is noon, Sept. 6, with no extensions granted.
- You may submit your entire proposal, including any relevant examples of past work as one document, however the maximum file size is 10 MB. Files larger than that will have to be separated into smaller files and submitted separately.
- Submissions will be scored by a committee, and we plan to interview the top 2-3 firms. We will seek ADAMH Board of Trustees approval at the Oct. 22 meeting.
- Because there is a set budget, lowest cost is not a factor. We are interested in how best to deploy the budget we have.
- There are no points awarded for SEBE firms, but it is something we do take under consideration.
- While preferred, there is no requirement that the vendor must be located in Franklin County. ADAMH will be looking at experience in developing and executing creative strategies to educate the general population about community-based services. Experience with healthcare and behavioral health services and a history of work in the mental health and addiction space is a plus.

ADDITIONAL QUESTIONS:

Is there a preference to submit the RFP assets in one PDF package or should we submit each asset separately?

If the single PDF package is under the maximum file size of 10 MB, you may submit all assets as one, If the package exceeds 10 MB, you must submit each RFP asset separately.

Does the proposal need to follow any specific formatting requirements, such as font size or page number?

No.

Is it permissible to share links in the proposal that direct you to creative element examples?

Yes.

You mentioned research is going to be a key component of this work. Do you have lists of partner organizations or research participants in mind, or are you looking for the vendor partner to recommend who we speak to as a part of that research?

We have some participants in mind, but we're most interested in a vendor who can help us understand what resonates with the general public. We're looking for a vendor who can be thoughtful in how the Franklin County Crisis Care Center is presented to people who may not know what the center is.

If the project is starting on Nov. 1, when are you looking for that planning and research to be completed?

Ideally the vendor would complete all the planning and research by the end of January, and asset development and finalizing would be done by mid-March.

Can you dive deeper into what makes this facility so interesting and unique beyond the fact that it's the first of its kind?

The Franklin County Crisis Care Center will be driven by person-centered care. More than half the employees will have lived experience, which promotes a peer-to-peer model. The crisis center will provide a safe and secure location offering a full array of services with integrated peer support at all levels. Most importantly, the crisis center will offer a no-wrong-door approach to ensure any adult arriving at the crisis center receives services. Learn more about the facility [here](#).