



# REQUEST FOR PROPOSAL

Kahnawake Shakotiiat'akehnhas Community Services (KSCS)  
Internal Operations ~ Communications

|  |
|--|
| <b>Communications Strategy &amp; Brand</b> |
|--|

Released: October 11, 2019

Closing: November 1, 2019

## **PURPOSE**

The purpose of this Request for Proposal is to solicit the best overall proposal for the provision of consulting services for the development of an overall communication strategy and brand for Kahnawake Shakotia'takehnhas Community Services (herein KSCS), a Kanien'keha:ka (Mohawk) health and social service organization.

## **PROJECT OBJECTIVES**

KSCS's strategic focus is to help empower community individuals and families to take control of their lives and one of the means to accomplishing this is to enhance community engagement and community based partnerships. This will require a communications strategy that will reflect the vision and mission and strategic objectives of KSCS; it must complement the KSCS Strategic Plan.

Due to the nature of the work, it is imperative that KSCS develop a communications strategy that will build trust with our community. The strategy must support improved communication, outreach and engagement with our community, partners and internally with staff.

The KSCS brand needs to incorporate Kanien'keha:ka culture and language and encompass the organizations programs/services.

The following are the objectives for this project:

- Improve and expand on communication and engagement activities with external (community and partners) and internal audiences through improved procedures, messaging and processes to:
  - Build community awareness
  - Improve client service and accessibility
  - Maintain a high level of interest in KSCS initiatives
  - Help foster community support for KSCS initiatives
  - Facilitate the sharing of information between all levels within the organization
  - Facilitate a consistent flow of information sharing and engagement with and between community and partners (local, regional and provincial)
  - Foster a consistent, professional image in all dealings using enhanced brand
- Determine how KSCS can best optimise its current marketing and media vehicles and practices and better understand the opportunities available to increase trust in KSCS as being a leader in the health & social service field.
- Create a branding strategy for KSCS that will help strengthen the organizations relationship with the community, provide consistency in all tools used and build awareness and trust in our services.
- Improve brand awareness within the community, in target audiences and within the organization.

## BACKGROUND

Kahnawake Shakotii'a'takehnhas (they help them) Community Services (KSCS) mission is *“to encourage and support a healthy lifestyle by engaging with community through activities that strengthen our KSCS values of peace, respect and responsibility with the collaboration of all organizations of Kahnawà:ke.”*

KSCS is a Kanien'keha:ka (Mohawk) health and social service organization that provides services to Kahnawa'kehró:n (the people of Kahnawake) and is located within the Kanien'keha:ka territory of Kahnawake on the south shore of the St. Lawrence River, approximately twenty minutes from downtown Montreal, Québec.

KSCS was formed and established in 1988 and currently provides Kahnawa'kehró:n health and social services programs/services on a continuum of care through five distinct community service areas: Prevention Services (Primary and Secondary Services); Support Services (Youth Protection, Addiction Response, Foster Care & Psychological Services); Assisted Living Services (elders and special people); Home and Community Care (adult and elders); and Environmental Health Services. KSCS also has services in place that provides support the service delivery teams and they are: Financial Services, Human Resources, Administration, Communications, IT, Organizational Strategic Development, Facilities Management and Data & Research. KSCS currently employs a total of 210 staff (FT, PT and Contract).

KSCS currently has a communications team (3 persons) that provides support to all internal services to help meet their communication needs both internally and externally.

The organization is growing and restructuring to meet the needs of the community and with this, there has been increased demand/need for improved communications both internally and externally and consistent engagement with clients, visitors and community stakeholders.

## SCOPE OF WORK

In undertaking the project, the proponent must carry out the following;

### 1) Communications Strategy

#### Research:

- Review and analyze existing communication policies and practices related to internal and external communications, community engagement and media relations
- Review and analyze existing communications strategies and practices
- Review and analyze existing consultations and research conducted (Note all research conducted will be provided to the successful candidate) to gain insight into the organization requirements and various audience needs for effective communication and engagement

#### Communications Strategy Development

- Update communication policies and practices based on research
- Complete a communication strategy that addresses audience needs and communication messaging and practices. The strategy should detail the objectives, strategies and methods of execution to be undertaken, including dashboard metrics/measures to assess effectiveness to determine if objectives are met

- Recommend practices that support effective community engagement, including best practices for social media and surveys
- Recommend process changes to facilitate effective internal and external communication
- Provide advice on the use of emerging media, trends and technology development that may enhance the execution of our strategies

## 2) Branding

- Review existing templates, promotional materials as well as previously conducted research and documentation including KSCS's Strategic Plan and other relevant plans and documents required.  
**Note:** Although extensive information gathering and research is out of the scope, the Proponent may choose to supplement the proposal with efficient, focused and time-sensitive information gathering such as interviews/focus groups with key personnel or stakeholder
- Based on review, enhance or modify currently used brand identity by proposing two options that clearly and creatively reflects KSCS and the work we do and why we do it
- There may be the need for sub-brands for the various departments. These will need to be consistent with the primary brand and it will be expected that the Proponent provide recommendations on how best to accomplish this

Note: Accommodations (desk space) at our Main office location can be made available for the successful candidate so that they can have access to KSCS staff and resources during regular office hours (Monday to Friday, 9 a.m. to 5 p.m.) however this must be specified in the proposal.

## DELIVERABLES

- A project introductory plan that outlines when, to whom and what is to be communicated to ensure this project is successful.
- A minimum of three update reports to the Communication Project team not including the presentation of the final written report and products.
- Recommendations for Communication Strategy based on research outcomes.
- Completion of an overall Communication Strategy that the whole organization can understand, embrace and implement.
- Brand identity concepts based on research outcomes
- Finalization of Brand Identity with other branding recommendations
- Preparation and submission of a preliminary detailed draft report that includes the Communication Strategy and Branding recommendations
- Preparation and Submission of the final report (electronic copy) a PowerPoint presentation with speaking notes (electronic copy) and a report summary of the project findings.
- Assist with the implementation of the approved plan

## **TIMELINE**

Work on this project will be expected to begin by mid-November 2019 and conclude by March 2020.

## **PROPOSAL SUBMISSION REQUIREMENTS**

All proposals must be submitted in English and must include the following elements:

**A. Cover Letter**

A cover letter that provides corporate name, address, contact information, an overview of the company including its size, years in existence and an outline of the firms experience in the area listed within this RFP. The cover letter should also include a brief summary of the approaches that will be used to fulfill the projects objectives.

**B. Statement of Qualifications and Experience**

Present a statement of qualifications to conduct this work. Identify each team member that will participate in the project including the designated Project Manager, the type of services that they might be involved in and each member's relevant qualifications and experience as they relate to those services.

**C. Proposed Contract Administrator/Contact**

The name of an individual who would be responsible for assigning and supervising services provided to KSCS pursuant to any agreements entered into following this RFP process.

**D. References**

Provide a brief narrative of two current or past projects completed by the Proponent of similar scope, complexity. Include sufficient detail so relevancy to this project is easily understood, as well project start end dates, contact name and telephone number for each.

**E. Detailed Description of Service Provided**

A detailed description of the services to be performed in developing the Communications Strategy and Branding as outlined in the Scope. Include recommended methodology to successfully achieve the objectives and key deliverables.

**F. Work plan with Timeframes**

The proposal must include a detailed work plan listing core activities associated with the products and deliverables and the associated proposed times frames for completion.

**G. Budget**

The proposal must have a detailed financial breakdown of all the proposed costs (fee for labour, travel and any other anticipated costs to fulfill the requirements of this project), including payment schedule.

## PROPOSAL SUBMISSION PROCEDURE

All Proposals must be submitted on or before November 1, 2019 at 4:00 PM EST. Submissions will be accepted either electronically or by mail.

Electronic submission must be in PDF format, addressed to Wendy Walker-Phillips, Director of Internal Operations at [wendywp@kscskahnawake.ca](mailto:wendywp@kscskahnawake.ca); subject of the email should be identified as “**Request for Proposal: KSCS Communications Strategy and Branding Project**”

Mailed proposals must be in a sealed envelope delivered to:

Kahnawake Shakotiiia'takehnhas Community Services (KSCS)  
Attn: Wendy Walker Phillips, Director of Internal Operations  
P.O. Box 1440  
Kahnawake Mohawk Territory  
JOL 1B0

Proposals submitted after the deadline will not be considered.

Any questions regarding this RFP should be emailed to the attention of Wendy Walker Phillips and again the subject of the e-mail should bear “**Request for Proposal: KSCS Communications Strategy and Branding Project**”.

## DEADLINES

RFP Schedule

|                                   |                           |
|-----------------------------------|---------------------------|
| RFP Release Date                  | Friday, October 11, 2019  |
| RFP Closing Date                  | Friday, November 1, 2019  |
| Estimated Award Notification Date | Friday, November 15, 2019 |

## SCORING

Proposals will be evaluated and weighted based on the following

| Criteria  | Points     |
|---|------------|
| Qualifications  | 20         |
| Relative Experience and References                        | 20         |
| Methodology/Approach                                      | 25         |
| Knowledge of First Nations and Health and Social Services | 20         |
| Pricing   | 15         |
| <b>TOTAL</b>  | <b>100</b> |