



RISE Solicitation

August 19, 2021

Topic: Social Media and Digital Marketing Services

Responses due by: 12:00pm EDT, Sept. 3, 2021

Proposals shall be submitted by email to betsyhnath@riseresilience.org

[RISE](#) is a 501(c)(3) non-profit organization looking to procure Website Development and Marketing services.

Background:

RISE supports the development of a new industry cluster around resilience in the Hampton Roads region. RISE's goal is to advance the region's position as a resilience innovation hub for entrepreneurs with new resilience-building technologies, products and services to test, validate, demonstrate and build into viable businesses.

RISE achieves this by:

- Surfacing resilience challenges faced by key stakeholders operating in coastal environments
- Conducting challenges to source innovative solutions to the resilience challenges identified by stakeholders
- Brokering access to the Hampton Roads living laboratory for innovators looking to test, validate and demonstrate their resilience products and services
- Accelerating the growth of businesses offering innovative solutions to coastal resilience challenges by providing access to funding, business mentorship and other resources

Since 2018, RISE has deployed more than \$5 million in financial support and services to 35 businesses developing new, scalable solutions to the critical resilience challenges coastal communities are facing today. For an overview of our Challenges and Solution Builders, please visit:

<https://riseresilience.org/past-challenges/>

RISE continues to build digital footprint and audience through channels including:

Website: www.riseresilience.org

Twitter: [@riseresilience](https://twitter.com/riseresilience)

LinkedIn: <https://www.linkedin.com/riseresilience>

RISE is looking for the following social media/digital marketing services:

- **Planning:** Collaborate with RISE to design comprehensive, holistic social media plans that meet determined objectives and address the needs of targeted audiences and campaigns
- **Production/Creative:** Write, design, capture, and produce weekly social content, including copy, graphics, and photography/videography for RISE social media and digital channels:
 - Three content designs per week (approximately 12 per month) prepared for multiple social media platforms
 - One photo shoot per month, including location shoots within 25-mile radius, on a predetermined topic appropriate for posting on digital channels to promote brand awareness or specific campaign objectives
 - One video per month, including location shoots within 25-mile radius, on a predetermined topic appropriate for posting on digital channels to promote brand awareness or specific campaign objectives
 - Weekly check-ins and editorial collaboration to define brand voice and copy/content
 - Monthly check-ins to determine strategic goals and content calendar
- **Challenge Campaign Coverage:** Planning and execution of campaign to encourage applications and awareness for upcoming Coastal Resilience Challenge, including development of copy, graphics and assets
- **Paid Media Strategy:** Develop occasional unique platform-driven strategies to increase awareness, consideration and conversion of target audiences through paid media planning and buying including, but not limited to, targeted digital ads on multiple platforms when appropriate
- **Analytics and Reporting:** Deliver reports to review campaign performance, provide analytics and insights based on mutually determined Key Performance Indicators (KPIs)

Submission:

If you are interested in bidding, please provide your best itemized cost estimate (monthly rates) for the above tasking and portfolio samples. Please indicate any tasks you are unable to complete.

Proposals with cost estimates should be e-mailed on company letterhead and e-mailed to Barbara Walker, betsyhnath@riseresilience.org with the subject line "Social Media and Digital Marketing Services." Please email with any questions or concerns.

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About RISE:

RISE is a 501c3 non-profit organization dedicated to helping solve some of the most pressing resilience problems facing today's coastal communities. RISE's mission is to catalyze innovation

and growth around creative solutions in the areas of sea-level rise, recurrent flooding and economic resilience. By engaging and connecting thought leaders, conducting Challenge prizes and investing in the most promising solutions, RISE seeks to position Hampton Roads as a leader in the effort to build more resilient communities. For more information, visit riseresilience.org.