



Seeking: Marketing/Consulting Agency

Marketing and Communications Proposal

CDCD is a non-profit organization that was established in 1970 as a Social Planning Council serving all of the communities of the Durham Region. Through a number of iterations, the Social Planning Council's name was changed to Community Development Council Durham. Today, we offer a one-stop service option for newcomers and immigrants in the Durham community, as well as housing support for residents who need rental and utility arrears assistance. We also have a fully staffed research department and a Resettlement Assistance Program to support asylum-seeking parents and children settle in the region. Please visit www.cdcd.org to learn more about our agency.

CDCD is looking to work with a consulting agency that will be able to assist in a marketing capacity within our organization. We are seeking a Request for Proposal from your organization in order to determine how we can partner together regarding a marketing strategy and the creation of promotional materials.

For the proposal, we are requesting the following services:

- Development and implementation of a marketing strategy that aligns with CDCD's objectives and budget – must include the development of a marketing message for CDCD
- Advice and creation of a cohesive organizational branding, positioning communications and other marketing materials using various modalities
- Fundraising/sponsorship package to be distributed to potential donors and sponsors
- On-going input into marketing projects as well as analysis of results/effectiveness of marketing strategy, subject to ongoing improvements/alterations
- Creation and implementation of a social media marketing strategy for the following platforms: Website, Twitter, Facebook, and other social media including but not limited to social media graphics, branded messaging etc.
- Support and provision of the most effective, industry standard marketing methods and tools for fundraising and communication efforts
- Overall aid in implementing greater promotion and outreach of our organization within the Durham region communities

Please provide us with an estimated quote for the costs of the services listed as well as a general proposal addressing each of our requested services no later than July 3, 2020.

If you are interested in working with our organization or if you have any questions, please contact us at 289.482.1043 or 905-686-2661 ext. 115.