

Request for Proposals:

A Campaign for Minnesota's Aging Services Caregivers

Published March 20, 2023

OVERVIEW

The Long-Term Care Imperative (LTCI) is soliciting proposals from qualified and experienced communications firms to design, plan, and administer a statewide campaign, paired with developing a robust website of resources, to attract new caregivers into Minnesota's aging services organizations.

The goal of the project is to increase the number of available caregivers in Minnesota's aging services workforce to improve residents' quality of life in the places they call home. The aging services field is facing critical workforce challenges. An unprecedented number of vacant caregiving positions, coupled with high levels of turnover due to the challenges of COVID-19, have deepened the crisis. To strengthen the workforce for Minnesota's rapidly growing aging population, we must attract new caregivers to work in these settings.

This project is administrated by the Long-Term Care Imperative (LTCI). The LTCI is a collaboration of LeadingAge Minnesota and Care Providers of Minnesota, the state's two largest associations of long-term care organizations. Together, we are committed to advancing a shared vision and future for older adult housing, healthcare, and supportive services. We represent more than 2,000 aging services organizations, the dedicated caregivers they employ, and the older adults they are called to serve. The LTCI has over 125 years of collective experience advocating for and supporting quality care for seniors.

This project is supported by the Center for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) and the Minnesota Department of Health (MDH) Long-Term Care (LTC) Workforce Capacity Building Project.

PROJECT DETAILS

Project Duration: April 15th, 2023 - April 30th, 2024

Project Deliverables:

- Website
- Brand
- Promotional materials and supplies
- Videos and creative content
- Media relations campaign
- Ongoing project evaluation of key performance indicators

PROPOSAL SUBMISSION INSTRUCTIONS

Deadline: Proposals are due at noon, **12:00pm on Friday, March 31st, 2023**. Any incomplete bids or bids received after the deadline will be disqualified and not considered.

Submission Format: Proposals must be submitted in one PDF formatted document and sent via email to [Anna Mowry](#), Director of Workforce Solutions at LeadingAge Minnesota and [Nicole Mattson](#), Vice President of Strategic Initiatives at Care Providers of Minnesota.

Notification of Selection: All proposals will be notified no later than April 14th, 2023.

Contact: For questions, please contact [Anna Mowry](#), Director of Workforce Solutions at LeadingAge Minnesota or [Nicole Mattson](#), Vice President of Strategic Initiatives Care Providers of Minnesota.

PROPOSAL REQUIREMENTS

Please include the following information in your proposal submission.

Organization Information:

- Organization name, DBA, address, and phone number
- Organization main contact name, email address, and phone number
- Brief description of organization's services and history

Project Execution:

Please describe in detail your ability to execute on the following project activities, along with associated costs for each good or service:

- **WEBSITE DEVELOPMENT:** Improve and enhance [CaringCareersStartHere.com](#) to be a centralized hub to connect professional caregivers and their potential employers with one another and the resources needed to build the caregiving workforce.
- **BRANDING:** Create or enhance program brand, visual content, logos, and marketing/promotional materials used to promote the program.
- **VIDEO PRODUCTION & CREATIVE CONTENT:** Create videos, images, and other content to promote careers in the aging services sectors via digital mediums.
- **PUBLIC RELATIONS CAMPAIGN:** Develop and manage a robust, statewide media relation campaign using digital media, print media, paid media, earned media, and other communication channels.
- **PROJECT EVALUTION:** Conduct ongoing project evaluations to determine its impact and effectiveness by reviewing key performance indicators, website analytics, and other metrics to measure the engagement and reach.

Required Experience:

Please describe your relevant experience with the following required and preferred criteria. Please include examples of past work and/or any relevant data or metrics from past projects or clients to demonstrate your organization's level of experience and/or ability.

- Demonstrate quality of work with clients who provide healthcare services in Minnesota
- Experience working with clients in higher education, specifically in healthcare education programs, such as nursing
- Experience executing a comprehensive public relations campaign with statewide or national reach
- Experience creating, or enhancing, a distinctive brand with statewide recognition
- Experience developing and leveraging a website for a branding campaign

Preferred Experience:

- Experience working with aging services organizations or knowledge of the aging services field
- Experience reaching diverse populations through targeted outreach efforts

Cost:

Please include a bid of your total services. Please also include an itemized pricing to show separates price for each element of your bid. Please separate paid media from your other services.

SELECTION CRITERIA

Proposals will be evaluated based on the sections listed above, in the following priority order:

- Project Execution
- Required Experience
- Preferred Experience
- Cost

Targeted vendors from businesses with active certifications through the following entities are encouraged to apply:

- [Minnesota Department of Administration's Certified Targeted Group, Economically Disadvantaged and Veteran-Owned Vendor List](#)
- [Metropolitan Council's Targeted Vendor list: Minnesota Unified Certification Program](#)
- [Small Business Certification Program through Hennepin County, Ramsey County, and City of St. Paul: Central Certification Program](#)



A Minnesota Collaboration for Changes in Older Adult Services

This project is supported by the Center for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) and the Minnesota Department of Health (MDH) as part of an award, number 6 NU50CK000508-03-03, totaling \$409,400 with 0% financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by MDH, CDC, HHS, or the U.S. Government. This project and its involved parties, where applicable, will perform its work with advancing health equity as a goal.