

REQUEST FOR PROPOSALS

# **Detroit Entrepreneurship** *Storytelling Campaign*



new  
economy  
initiative



*ESI Hardware, Southwest Detroit*

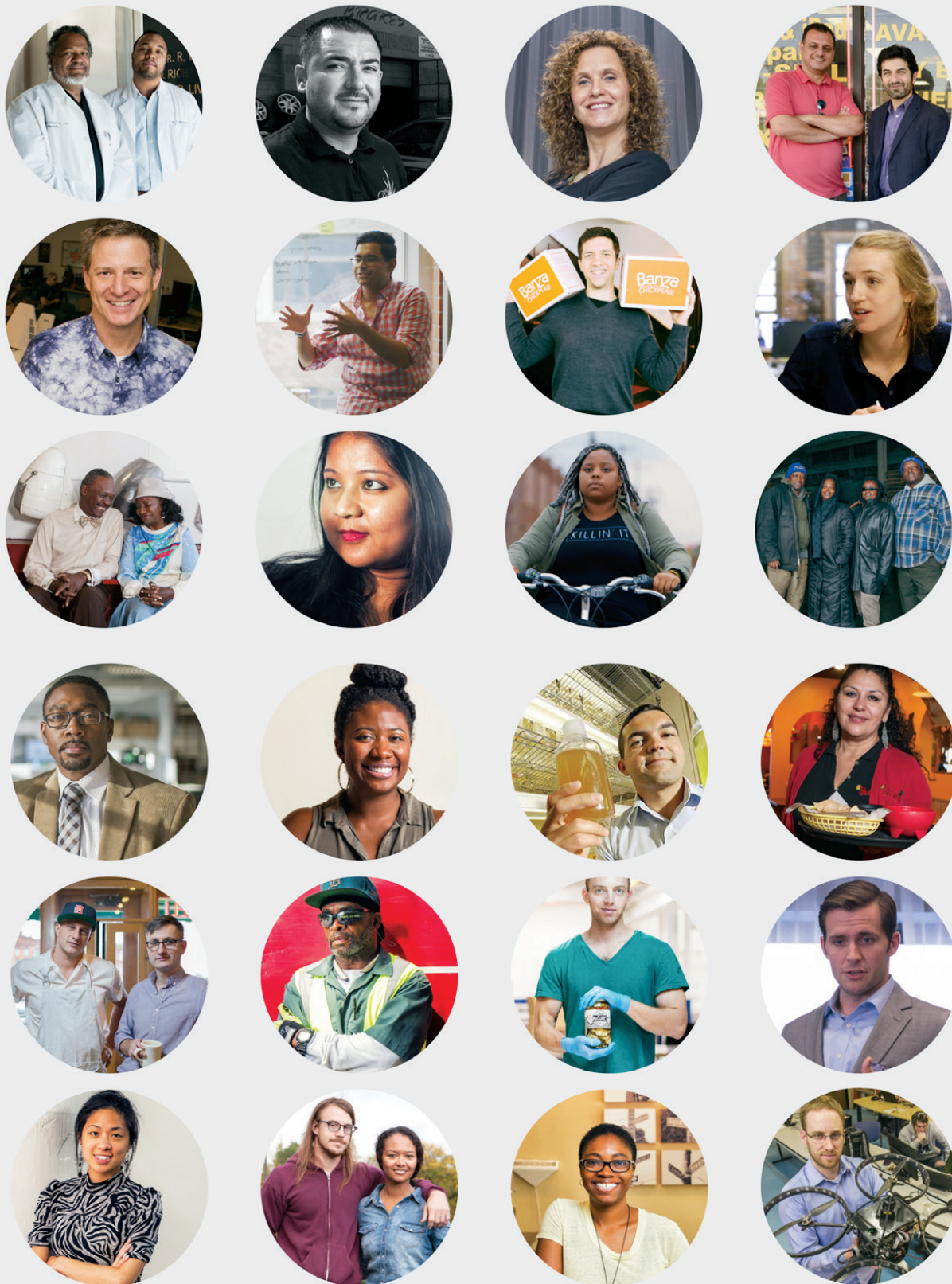
## OVERVIEW

The New Economy Initiative (NEI) is seeking proposals to develop and implement a campaign to inspire Detroiters to see their city as a place of opportunity by telling the stories of diverse, local entrepreneurs.



*Benkari Mechanical, Northwest Detroit*





*Building a network of support for southeast Michigan entrepreneurs*



## 1.0 PROJECT BACKGROUND

***The mission of the New Economy Initiative is to grow an inclusive culture of entrepreneurship in southeast Michigan that benefits all residents and strengthens the regional economy.***

Since 2007, NEI has been working to build an inclusive network of support for people looking to start and grow businesses in southeast Michigan. Thirteen national and local foundations have contributed \$159M to this effort, which has made investments in more than 100 organizations and programs supporting a wide spectrum of entrepreneurs, ranging from those running neighborhood businesses to others leading high-tech and high-growth firms.

To date, NEI's grantees have directly assisted more than 9,500 small business and exposed nearly 250,000 people to entrepreneurial services through events, programs, and workshops.

But more is needed to make the concept of entrepreneurship accessible to everyone in our region, particularly people living in underserved and underrepresented communities. NEI is interested in creating a campaign that showcases local entrepreneurs and inspires Detroiters to see their city as a place of opportunity.

## 2.0 CAMPAIGN GOALS

*The storytelling campaign will...*

**Celebrate** local entrepreneurs who are positively impacting their communities

**Inspire** everyday Detroiters to value entrepreneurship as a means of creating a better future for themselves and their communities

**Demonstrate** the variety of resources available to Detroiters who seek to launch or grow businesses



*House of Morrison Shoe Repair, Northwest Detroit*

## 3.0 AUDIENCE

The primary audience for this campaign is composed of people from low-income, underserved, and underrepresented southeast Michigan communities, starting with the city of Detroit.

Secondarily, the campaign will speak to the general public in southeast Michigan.



*Triangle Hardware, Northeast Detroit*

## 4.0 CAMPAIGN FRAMEWORK

In 2018, NEI worked with a Detroit creative agency to conduct a survey of nearly 200 area entrepreneurs and dozens of entrepreneurship champions about what inspires people to start and grow businesses in southeast Michigan. Based on the survey data, the following campaign framework was created:

**A single idea has the power to change everything for a person, a family, or a community.**

**Entrepreneurs dare to ask themselves, “What if?”**

**This campaign will feature stories of Detroit entrepreneurs who asked, “What if?” and then made something happen.\***



**\*Research summary and campaign framework decks available here: <https://bit.ly/2zAMdcs>**

## 5.0 CAMPAIGN SUBJECTS

The campaign will feature diverse Detroit-area entrepreneurs, representing a range of business types -- from tech to retail to social ventures.

Campaign partners\* will work with NEI and its grantees to identify entrepreneurs to be featured.

Remember, residents of Detroit should see themselves in the entrepreneurs being featured.

**\*Campaign partners are the select consultant(s) or consultant team who will design and implement the campaign.**

## 6.0 CAMPAIGN MEDIA

To reach its intended audiences, this must be a multi-channel, multi-media campaign. The goal is to meet people where they are through channels they find relevant and accessible.

NEI encourages RFP respondents to suggest media they think best to reach the campaign's target audiences. Whether it's billboards, bus ads, social media, or events, we're open to your good ideas.



*Naturalicious, Corktown, Detroit*

**The campaign will point to resources that offer paths to:**

- 1. Start/grow something (a business, a community, etc.)**
- 2. Support local entrepreneurs and businesses (shop local, invest, etc.)**

**Selected campaign partners will work with NEI to identify and develop these resources.**

## 8.0 CAMPAIGN ACTIVITIES

**Campaign partners will work with NEI to advance the following activities:**

- Explore comparable campaigns
- Identify entrepreneurs to feature in the campaign
- Develop a plan for deploying entrepreneur stories across media relevant to Detroiters
- Design and deploy content that is consistent with campaign framework
- Develop/identify resources to which all stories point
- Document the campaign in real time



*Red Panda, Midtown, Detroit*



## 9.0 DESIRED OUTCOMES

To measure the success of this two-year campaign, NEI will work with the Detroit Metro Area Communities Study (DMACS) team at the University of Michigan Ford School of Public Policy to conduct a baseline survey of Detroiters' perceptions of opportunity and entrepreneurship in the city. A panel of approximately 1,000 respondents representative of the city's population will be asked dozens of questions co-developed by NEI and the DMACS team. The survey will be conducted during the late fall/early winter of 2018.

Ideally, the campaign will help improve Detroit residents' perceptions of opportunity and entrepreneurship as measured by the DMACS survey when conducted again by 2020.

## 10.0 PROJECT TIME FRAME

<b>Oct. 1, 2018:</b>	<b>RFP issued</b>
<b>Oct. 19, 2018:</b>	<b>Deadline for submitting questions about RFP</b>
<b>Nov. 2018:</b>	<b>DMACS survey #1 conducted</b>
<b>Nov. 2, 2018:</b>	<b>Answers to all RFP questions published</b>
<b>Nov. 16, 2018:</b>	<b>RFP submission deadline</b>
<b>Dec. 2018:</b>	<b>Campaign partner finalists selected; finalist presentations to stakeholders</b>
<b>Dec. 21, 2018:</b>	<b>Campaign partner(s) selected</b>
<b>Jan. 2019:</b>	<b>Campaign partner(s) briefed on campaign framework; creative work commences;</b>
<b>Feb. 2019 - Sept. 2020</b>	<b>Campaign implementation period</b>
<b>Q4 2020:</b>	<b>Campaign concludes; DMACS survey #2 conducted</b>
<b>Jan. 2021:</b>	<b>Report of campaign outcomes completed</b>

## 11.0 SUBMISSION ELEMENTS

- I. **Background + Capabilities**
  - Firm background narrative
  - Contact info
- II. **Experience + Capacity**
  - Team member bios
  - Relevant project examples/case studies (3)
  - Client references (3)
  - Partners (other firms)
- III. **Approach**
  - Campaign narrative overview
  - Campaign media
- IV. **Time + Cost**
  - Proposed work plan outline & schedule
  - Proposed fee\*

\*The budget for this 2-year campaign is \$500,000-\$750,000, inclusive of partner fees, production costs, and media purchasing.

Please limit submissions to 15-20 pages. Materials must be submitted in PDF format to [neicommunications@cfsem.org](mailto:neicommunications@cfsem.org) (c/o Matthew Lewis) by 11:59 p.m. on November 16, 2018.

Materials to help you develop your submission (research, images, and NEI background documents) are available here:

<https://bit.ly/2zAMdcs>

## 12.0 SELECTION PROCESS

NEI will only answer questions about the RFP that are submitted in writing to [neicommunications@cfsem.org](mailto:neicommunications@cfsem.org) by October 19, 2018. Answers to those questions will be posted publicly by November 2 at <https://neweconomyinitiative.org/storytelling-rfp/>.

Submissions will be reviewed by an internal team that will develop a short list of finalists. Those finalists will be asked to make presentations to an extended team of campaign stakeholders in December 2018.

Campaign partner(s) will be selected by the close of 2018.

Collaborative proposals from teams of multiple firms are encouraged. NEI welcomes submissions from all firms, but teams with Detroit-based partners are preferred. NEI reserves the right to engage with/select multiple campaign partners.

The ethnic and gender diversity of submitting firms and teams will be a factor in the selection of campaign partners.



new economy initiative

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