



**REQUEST FOR PROPOSALS (RFP) FOR
COMMUNICATIONS AUDIT AND STRATEGIC COMMUNICATIONS PLAN**

Issue Date: June 27, 2024
Response Deadline: July 31, 2024

Company Background

New Hampshire Housing is a self-supporting public corporation with a mission to promote, finance, and support housing solutions for the people of New Hampshire. New Hampshire Housing has helped over 55,000 families purchase their own homes and has been instrumental in financing the creation of over 16,000 multifamily housing units.

Project Overview & Goals

New Hampshire Housing seeks an experienced Consultant to undertake a comprehensive audit of our cross-channel communications. The findings from this audit will inform a development of a detailed, actionable three-year strategic plan tailored to enhance our communications programming across various platforms.

The audit will involve a stakeholder interviews, detailed analysis across all communication channels, and data review. This process is designed to:

- Critically assess how well current communication campaigns align with and support strategic business objectives, identifying specific areas where adjustments could yield significant improvements
Identify strengths and weaknesses in cross-channel communication, including:
 - Web, social, digital channels
 - Print
 - Media relations
- Evaluate return on Investment (ROI) in current communications efforts
- Identify gaps and areas of opportunity in audience reach/engagement

Following the audit, the Consultant will produce:

1. A comprehensive report detailing findings on our current communications practices and messaging. This report will include actionable insights and a prioritized list of recommendations to enhance our communication strategy.
2. A three-year strategic communications and marketing plan for New Hampshire Housing and each of our service-oriented divisions. This plan will outline key initiatives, project timelines, resource allocations, and expected outcomes.

Expected Scope of Services

The Consultant will be expected to:

1. Conduct a detailed analysis of the organization's external communications, emphasizing strategic alignment and audience engagement across the Executive, Homeownership, Multifamily Housing, and Assisted Housing divisions, and the Research, Engagement, & Policy Group.
2. Evaluate the effectiveness and coherence of messaging and branding, assess media relations, and review marketing strategies across various platforms including, but not limited to, digital (websites, social media, video, podcasts), traditional media,

- sponsorships, partnerships, and direct outreach (email, events), etc.
3. Assess New Hampshire Housing’s overall organizational branding and messaging.
 4. Review and assess the current Brand Guide to ensure that graphic identity and business communications are consistent and align with best practices in corporate branding.
 5. Evaluate the current media relations strategy to identify strengths and areas for improvement.
 6. Conduct structured interviews with selected internal leaders and team members to gather insights into the perceived effectiveness and impact of current marketing and communications strategies.
 7. Gather and analyze feedback from external partners and key audience segments on the organization’s messaging effectiveness, as directed by New Hampshire Housing.
 8. Develop a comprehensive three-year Communications and Marketing Strategy, complete with actionable recommendations tailored to enhance outreach and engagement across identified key areas, including:
 - i. External communications and marketing recommendations for New Hampshire Housing as an organization.
 - ii. Specific communications and marketing recommendations for efforts by the Homeownership, Multifamily Housing, and Assisted Housing divisions, and the Research, Engagement, & Policy Group.

Target Deliverable Schedule

Final Project Due: October 15, 2024

New Hampshire Housing will review the proposals and invite eligible organizations to meet with our team to discuss our needs and present an overview of their services. Following interviews, our goal is to select and contract with a company or organization by mid-August.

The expected project completion date is October 15, 2024. Proposed date changes will be considered. If you feel this date should be adjusted, please include your reasoning why and a proposed date.

Budget Constraint

New Hampshire Housing has budgeted up to \$20,000 for the completion of this project.

Evaluation Metrics

New Hampshire Housing will evaluate proposals based on the following criteria:

- Evaluation of the consultant’s previous experience, focusing on their track record with clients within the housing sector or similar fields.
- Review samples of work and detailed case studies that showcase the consultant’s strategic approach and outcomes.

- Examine detailed cost projections and budgets provided by the consultants.
- Assessment of the consultant's technical expertise and experience relevant to the specific needs of NH Housing. Evaluate the responsiveness of the proposal to the specific questions posed in the RFP.
- Assess the consultant's understanding of New Hampshire Housing's mission, values, and community impact. Evaluate their ability to align with organizational culture and effectively communicate with diverse stakeholder groups.

Submission Requirements

Proposals must adhere to the following requirements to be considered:

- Consultants must meet all criteria from the Evaluation Metrics
- A narrative of 1000 words or less detailing experience dealing with similar business
- Proposals in PDF format must be submitted by email to elafond@nhhfa.org no later than **5:00pm EDT on Wednesday, July 31, 2024**
- Include samples and references with your proposal
- A proposed schedule must also be included and clearly expressed
- Detailed process for conducting the work and the data you will need access to
- Indicate the names, titles, and years of experience of employees who would work on this project (include resumes)
- An estimate for the cost of the services with an explanation of the services provided
- A link to your company website
- Any other relevant information

Questions about this RFP should be emailed to elafond@nhhfa.org no later than July 29, 2024. **The deadline for submitting a proposal to NH Housing is Wednesday, July 31, 2024.** NH Housing reserves the right in its sole discretion to accept or reject any late submissions.

Send inquiries and proposals to (no phone calls, please):

Etienne LaFond
Director, Communications and Marketing
New Hampshire Housing
elafond@nhhfa.org