RFP for Integrated Digital Marketing

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1. Summary

NAAAP is the premier association for Asian Pacific Islander professionals in North America. This RFP is being issued by NAAAP National, an umbrella organization that provides IT infrastructure, marketing, and programmatic guidance for 25 affiliated yet independent NAAAP chapters.

2. Company Background

Individuals join NAAAP because we promote professional excellence, career development, Asian American and Asian Canadian culture, and accountability to one's own goals and behaviors. Groups of API people in a city or area form chapters (e.g. NAAAP Boston and NAAAP Austin) to convene nearby API professionals and to scale their activities to regional audiences. Sponsors support NAAAP because our access to a wide network of Asian Pacific Islander leaders and our commitment to diversity, equity, and inclusion in the workplace and community.

60-75% of NAAAP National's funding comes through private corporate and foundation funding (sponsorship), 20-35% through job postings in a jobs clearinghouse (Career Center) and the remaining 5-20% from event admission fees for leadership programs or conferences. NAAAP chapters are funded by membership dues and regional sponsorships.

NAAAP National does not use printed collateral or postal mail in its work with the exception of signage or flyers at conferences. All communication and exposure is digital.

NAAAP is the oldest API professional association, founded in 1982, and is highly inclusive of professionals at all levels. NAAAP has one paid staff person, other members of the national administration are volunteers and rely on volunteer time and expertise to carry out plans.

3. Core Objectives for Digital Marketing

a. Recognize that different audiences use our digital platforms – They are: (1) current and prospective sponsors, (2) prospective recruiters/employers, (3) job seekers, (4) current members, and (5) individuals or organizations seeking AAPI data and perspectives.

b. Use website and social media to enhance NAAAP's brand and develop business relations/sponsorships, and result in NAAAP being able to quantify effects of advertising through NAAAP Multi-Media (web, monthly e-newsletter, direct email, social media, etc.)

c. Focus on Public Relations (what others say about NAAAP) in balance with Self-promotion (what we say about ourselves) – therefore, use more "UGC" User Generated Content, or member and sponsor testimonials (in printed word, images, or videos)

d. Web and social media content increases engagement month to month.

e. Website and social media encourage one-time or sustained financial donations above membership dues.
f. Navigation across web and social media is logical and there are Calls to Action for the various audiences identified.
g. NAAAP website content makes it easier and quicker for Business Development Team to point sponsors to webpages where current and relevant program information and reasons to support NAAAP are easily found, downloadable or sharable.
h. Website features a calendar of national and chapter programs and events, how to register, and if the program is open to members only or the public.

4. Scope and Delivery

Deliverable a: 12-month marketing strategy that addresses to three main audiences simultaneously:

1. current Asian Pacific Islander leaders and members,
2. prospective sponsors, and
3. prospective individual members.

The deliverable is a plan; the plan may recommend video, animated graphics, and infographics.

Deliverable b: New navigation that clearly directs web traffic from distinct audiences to the right pages and Call to Action.

Deliverable c: Website analytics program and dashboard that is easy to monitor interest and engagement

Deliverable d: Methods to connect NAAAP's newsletters, social media, to NAAAP's calendar page, programs.

Deliverable e: A method to generate and classify new followers for future conversion to members and sponsors.

5. Current Site Map

Homepage – existing is shown in black (suggested or desired shown in red)

About	News & Events	Programs	Career Center	Get Involved	Contact Us
NAAAP history	News releases	APAHM ERG programs Leadership Convention NAAAP Awards	Career Center	Find Chapter (action takes prospective member to a chapter site, when we want to capture their willingness to	

				join on this site)	
Leadership -Board of Directors Bios online - Exec Team Bios online - Admin Team titles and names only	Events Calendar Newsletter Archive	NLA PRIDE NAAAP speaks	Virtual Career Fairs	Volunteer (CTA)	
Partners	(could use blog posts about culture, current events, need columnists and bloggers)	Self care & Wellness Women in NAAAP		(add sponsorship) Why support? Financial Levels? CTA?	

Feel free to look at competitors and sponsors' websites for great practices.
www.ascendleadership.org https://www.ocanational.org/ https://lulac.org/ https://nbmbaa.org/

6. Timeline & Milestones

Week 0	Jan. 27, 2021	Issue RFP
Week 1	Feb. 3, 2021	All questions about the RFP are due to technology@naaap.org
Week 3	Feb. 17, 2021	RFP Bids with qualifications, deliverables, total cost and 2 references due.
Week 4	Feb. 24, 2021	NAAAP Executive Team will decide winning bid.
Week 5	Mar. 3, 2021	Healthy Start Kick-off meeting between CIO and consultant , CIO to provide access to sandbox and social media accounts
Week 6	Mar. 10, 2021	Work week
Week 7	Mar. 17, 2021	Milestone 1 – interim meeting, presentation of conceptual design and strategy
Week 8	Mar. 24, 2021	Milestone 2– completed design and strategy
Week 9	Mar. 31, 2021	Final/Milestone 3 – strategy ready to launch/post

7. Functional/Technical Requirements

www.naaap.org was redesigned and launched in April 2020 by an individual contractor with the goals of: introducing Word Press and Divi Theme to the entire website, making most useful information accessible from the top navigation bar and homepage, and de-emphasizing historic information.

Communication via google shared drive

Meetings by phone, google meet or Zoom, weekdays between 2 and 9 PM E.T.

NAAAP National has FB, Twitter, IG, and Linked In Page and Group

NAAAP's content management team is made up of 4 national volunteers, who have various levels of experience with Word Press and Divi.

8. **Budget for all deliverables is not to exceed $3500**

9. **Criteria for Selection**
    - Strategy has high probability of achieving all goals
    - Bidder's capacity and ability to complete project by desired timeframe
    - Financial bid fits NAAAP's budget
    - References show attention to detail, spirit of client (NAAAP), and competence and creativity.
    - Understanding of NAAAP
    - An X factor , additional appeal of the consultant

10. **Contact: technology@naaap.org or 919-625-1207 with questions.**