

Welcome Start

Community Outreach Request for Bid

Request for Bids

This request for proposal is to assist with a comprehensive community outreach strategy to promote the Welcome Start program to Afghan and Ukrainian refugees throughout the State of California.

In order to meet the goal of serving 2,000 participants, the outreach campaign should include both digital and in-person channels.

The proposal needs to:

- Account for outreach via community partners as well as direct to participants
- Leverage the current list of local partners in eight counties while expanding the list of partners (e.g., CBOs, faith-based organizations, restaurants)
- Help manage the four program ambassadors hired by Cell-Ed to help with outreach and onboarding of participants (2 Afghan, 2 Ukrainian)
- Address persona-based messages , cultural competency, and ongoing campaign enhancements based on testing/data

About Welcome Start

Cell-Ed has partnered with the California Department of Social Services (CDSS) Refugee Program Bureau on the Welcome Start Program to reach as many eligible Afghan and Ukrainian refugees.

The overall program goal is to ensure as many participants engage with the Welcome Start Program as possible (goal of serving **2,000 participants**) are able to take advantage of the free courses and coaching offered by the Welcome Start program in order to increase job skills, English language learning, and employment opportunities.

Contract Dates: April 2024 to September 2024 (potential to extend)

Outreach Campaign Details

1. Create and manage outreach strategy and calendar
 - **Build a network of community partners:** identify local community leaders, agencies and businesses to serve as outreach partners. Leverage Cell-Ed's current lists and engage new community partners
 - **Identify and help manage in-person and online community events-** cultural events, markets, places of worship, aid organizations, resource fairs
 - **Help manage direct outreach activities of Cell-Ed's ambassadors** including calls, emails, and visits to connect with outreach partners
 - **Develop materials** such as flyers and posters for community partners to distribute working with Cell-Ed to translate as needed
 - **Develop digital media campaigns (paid and unpaid)** such as through SEO, Facebook groups, LinkedIn networks, and other social communities
 - **Identify possible additional advertising** opportunities
 - Transport and transit shelter ads
 - Street teams
 - PSAs and other earned media with local/community outlets
2. **Leverage data** and feedback to track and **refine strategies**
 - Identify and leverage feedback mechanism
 - Provide weekly campaign performance analytics

Bid Format

- Slides (up to 15 slides) or document (up to 5 pages)
- Provide
 - an overview of your services and experience with similar projects
 - a timeline and approach to this project
 - a budget for this project including projected media costs (budget is ~490k)
- Please send a bid to kyla@cell-ed.com by Wednesday, May 1 at 5 pm PST
- You may request a 30-minute call to address any questions you may have

About Cell-Ed

Cell-Ed bridges the gaps across broken systems so the world's majority thrives. We do so with our full-circle solution of technology products, professional services and managed services for organizations to launch and administer education, social, workforce and healthcare programs for better life, work and health outcomes.