

## REQUEST FOR QUOTE (RFQ)

### Digital Communications & Creative Services

### Early Learning Pennsylvania Coalition (ELPA)

**Issued By:** Start Strong PA and PreK for PA, Early Learning Pennsylvania Coalition,  
**Reports to:** Trying Together, as the lead contracting organization and chair of the Start Strong PA and Pre-K for PA Communications Committee, in consultation with the Governing Committee.

**Date of Issue:** May 20, 2026

**Response Deadline:** June 15, 2026

**Submit Responses To:** Trying Together, [info@tryingtogether.org](mailto:info@tryingtogether.org)

### Executive Summary & Background

Early Learning Pennsylvania (ELPA) is a coalition of 15+ organizations advancing state and federal policies that support young children, families, and early childhood professionals across Pennsylvania. ELPA's advocacy efforts span child care, pre-kindergarten, Head Start, early intervention, perinatal health, and children's nutrition.

This RFQ focuses on communications support for two statewide advocacy campaigns:

- **Start Strong PA** – advancing policies and investments that strengthen child care and support children and families from birth through age five.
- **Pre-K for PA** – advocating for equitable access to high-quality publicly funded pre-kindergarten.

Campaign partners seek qualified communications firms or vendors to provide strategic digital communications, creative content development, website support, and multimedia storytelling services.

Campaign partners are currently evaluating opportunities to further align or integrate communications infrastructure, branding, and campaign assets across these two campaigns. As a result, communications priorities, digital platforms, websites, and social media structures may evolve during the contract period. Vendors should demonstrate flexibility and adaptability in supporting changing communications strategies and integrated campaign approaches.



Vendors may submit proposals for comprehensive communications support or for selected service categories only.

### **Scope of Services**

Services may include, but are not limited to:

#### **A. Digital Communications & Audience Engagement**

Support strategic digital communications planning and audience engagement across campaign platforms.

Potential services include:

- Development of integrated communications and content calendars
- Social media content creation and scheduling
- Audience engagement and monitoring
- Paid digital campaign support and coordination
- Advocacy campaign amplification
- Coordination around legislative activity, advocacy days, reports, events, and coalition initiatives
- Analytics reporting and strategic recommendations
- Rapid-response communications support during legislative or media moments

Current campaign activity includes regular engagement across platforms such as Facebook, Instagram, X (formerly Twitter), and email communications. Vendors are encouraged to recommend platform strategies, content pacing, and engagement approaches aligned with campaign goals and target audiences.

#### **B. Creative & Campaign Content Development**

Develop visual and written communications materials that support advocacy, public awareness, mobilization, policymaker education, and stakeholder engagement.

Potential deliverables may include:

- Social media graphics and templates
- Fact sheets and one-pagers
- Research and policy report layout/design
- Email graphics and banners
- Presentation materials
- Event and advocacy collateral
- Branded campaign assets
- Digital and print communications materials



### **C. Multimedia Storytelling**

Provide photography and video services that elevate the voices and experiences of families, providers, advocates, business leaders, and coalition partners.

Potential services may include:

- Testimonial videos
- Short-form digital content
- Advocacy event coverage
- Photography for campaigns and reports
- Video editing and post-production
- Storytelling assets optimized for digital and social platforms

### **D. Website & Digital Platform Support**

Provide ongoing support for campaign websites and digital communications platforms.

Potential services may include:

- Website content updates and maintenance
- Landing page creation
- Uploading and organizing digital resources
- Blog/news updates
- Accessibility and user experience improvements
- Integration of multimedia and campaign assets

Current websites are managed through Squarespace platforms, though platform structures may evolve during the contract period.

### **Service Expectations**

The selected vendor(s) should demonstrate:

- Strong project management and communication practices
- Ability to work collaboratively within a coalition environment
- Responsiveness during legislative sessions, advocacy campaigns, and media opportunities
- Ability to manage multiple timelines and stakeholder needs simultaneously
- Commitment to accessibility, representation, and equity-centered communications practices

We anticipate that communications priorities, campaign alignment strategies, and digital infrastructure may evolve throughout the contract period. The selected



vendor(s) should demonstrate the ability to adapt services, workflows, and deliverables in collaboration with coalition leadership.

## **Contract Term & Pricing Structure**

**Anticipated Contract Start Date:** July 1, 2026

**Initial Contract Term:** Twelve (12) months, with potential for renewal based on campaign needs, performance, and funding availability.

Vendors may submit:

- a comprehensive retainer proposal,
- modular service pricing,
- or a hybrid pricing structure.

Please include:

- anticipated staffing structure,
- assumptions related to scope and level of effort,
- hourly rates for additional work,
- and any project-based pricing for photography or video production services

## **Proposal Submission Requirements**

Interested vendors should submit a response including the following:

### **1. Cover Letter**

Brief introduction and summary of the firm's interest and qualifications.

### **2. Approach & Methodology**

Describe your proposed approach to supporting integrated advocacy communications campaigns, including audience engagement, coalition coordination, digital storytelling, and strategic communications planning.

### **3. Relevant Experience & Work Samples**

Provide 3–5 examples of relevant work, preferably related to advocacy campaigns, coalition communications, public policy, nonprofit organizations, or statewide initiatives.



#### 4. Team Qualifications

Identify primary team members who would support this work and summarize their relevant experience.

#### 5. Pricing Proposal

Provide proposed pricing structure(s), including any retainer, project-based, modular, or hourly pricing models.

#### 6. References

Provide contact information for at least three current or former clients.

#### Evaluation Criteria

Criteria	Weight
Demonstrated experience with advocacy or policy communications	25%
Quality of portfolio and creative approach	25%
Understanding of audience engagement and coalition communications	15%
Competitive and transparent pricing	20%
References and past performance	10%
Diversity, equity, and inclusion considerations in firm composition and approach	5%

#### Timeline

RFQ Issued	May 20, 2026
Deadline for Vendor Questions	June 5, 2026
Responses to Questions Shared	June 6, 2026
Proposal Submission Deadline	June 15, 2026
Vendor Selection	June 20, 2026



Contract Execution	June 30, 2026
Services Begin	July 1, 2026

**Questions & Point of Contact**

All questions regarding this RFQ must be submitted in writing via email to:  
info@tryingtogether.org

**Subject Line:** RFQ Question – [Vendor Name]

Responses to substantive questions may be shared with participating vendors to ensure equitable access to information.

