



## **Request for Proposals (RFP)**

### **Marketing Firm - Capital Area Child Care Coalition (CACCC)**

**Issued by:** Lansing Economic Area Partnership **RFP Release Date:** April 23, 2026 **Proposal Due Date:** May 1, 2026

#### **Background**

LEAP, on behalf of the Capital Area Child Care Coalition (CACCC), is seeking a qualified marketing and communications firm to provide strategic communications support, graphic design, and media services in alignment with the Coalition's mission to advance child care access and workforce development in the Capital Area.

The selected firm will work collaboratively with LEAP staff to execute a range of deliverables that elevate public awareness, support coalition events, and amplify the importance of quality child care as a critical workforce and community development issue.

#### **Total Budget**

The total budget for this contract is **\$15,000** for the period of May through August 2026. Proposals must not exceed this amount. Applicants are encouraged to provide a detailed budget breakdown by deliverable within their proposal.

#### **Scope of Work**

The selected firm will be responsible for the following deliverables:

##### **1. Influencer Media & Content (Copyright Included)**

Design and produce **special graphics and content posts** intended for use with parent influencer partners supporting CACCC. All deliverables must include full copyright transfer to LEAP/CACCC upon completion and payment.

- Custom graphics aligned with CACCC branding



- Recommended post copy/captions for each graphic
- Copyright release for all produced assets

## 2. Child Care Advocacy Buttons

Design and coordinate the purchase of 100+ buttons promoting why child care is important to families and the workforce.

- Button design (artwork and messaging must be approved by LEAP)
- Coordination of printing/production vendor
- Delivery of finished buttons to LEAP

## 3. Parent Human Interest Story

Develop a compelling **parent human interest story** that illustrates the critical connection between quality child care and workforce development. This content will be used for educational purposes across CACCC communications channels.

- Story research, writing, editing, and photography
- Final deliverable provided in both print-ready and digital formats

## 4. Social Media Event Graphics

Design **10-15 social media graphics in Canva** to support event communications, including pre-event promotion and post-event recaps. Events include but are not limited to:

- Quarterly Coalition Meetings (2-3)
- Workgroup Meetings (9)
- Other CACCC-affiliated events as scheduled (1-2)

### **Deliverable breakdown:**

- Pre-event promotional graphics
- Consistent branding across all graphics



## 5. GSRP (Great Start Readiness Program) Media Support

Provide communications and media support related to CACCC's GSRP collaboration efforts, including but not limited to:

- Support materials for GSRP partnership meetings (e.g., ISD/RESA collaboration discussions)
- Talking points, one-pagers, or digital graphics as needed to advance collaborative efforts

## 6. Membership Signature & Certification Design (*Optional/Included if within budget*)

Design a professional **membership signature graphic** and **membership certification** for use by CACCC coalition members. These assets will serve as visual recognition of organizational membership in the coalition.

- Email signature graphic (digital format)
- Membership certificate (print-ready and digital format)

## 7. Business Child Care Certified Graphic (*Optional/Included if within budget*)

Design a "**Business Child Care Certified**" **graphic or badge** for use by employer partners who have demonstrated commitment to supporting child care access for their workforce.

- Badge/seal design in multiple formats (print, digital, social media-ready)
- Brand-consistent with CACCC visual identity

## Proposal Submission Requirements

Interested firms should submit the following via email:

1. **Firm Overview** – Brief description of the firm, its history, and core services
2. **Relevant Experience** – Examples of similar work, particularly in nonprofit, early childhood, workforce development, or community coalition contexts
3. **Portfolio Samples** – 3–5 examples of relevant prior work (graphic design, social media campaigns, human interest content, etc.)
4. **Proposed Approach** – Description of how the firm would approach each deliverable listed in the Scope of Work

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5. **Detailed Budget Breakdown** – Itemized cost estimate by deliverable, not to exceed \$15,000 total
6. **Team Qualifications** – Bios or resumes of key personnel who would be assigned to this project
7. **References** – Two (2) professional references from comparable engagements

### **Payment Terms**

- **50%** of the contract total paid upon contract execution
- **50%** paid upon satisfactory completion and delivery of all contracted deliverables
- Invoices should be submitted to LEAP with supporting documentation of completed deliverables

### **Submission Instructions**

Please submit proposals to: Melissa Jimison **Email:** [childcare@purelansing.com](mailto:childcare@purelansing.com) **Subject Line:** CACCC Communications Firm Proposal – [Firm Name]

Questions regarding this RFP may be directed to the same contact no later than **April 29, 2026**.

### **Terms & Conditions**

- All creative assets, graphics, written content, and intellectual property produced under this contract are the sole property of LEAP/CACCC upon final payment. Full copyright transfer is required.
- All content is subject to LEAP review and approval prior to finalization or publication.
- The selected firm must maintain confidentiality regarding coalition membership, strategy, and internal operations.
- LEAP reserves the right to reject any or all proposals, and to cancel this RFP at any time without obligation.
- The selected firm may not subcontract work without prior written approval from LEAP.
- All graphic design materials must be done on Canva.