

Request for Proposal**Consulting Services: Marketing & Communications Plan****Issue Date:** July 31, 2025**Response Deadline:** August 22, 2025

1. About Us

- **Mission Statement:** Supporting men and their families in making informed decisions about their prostate cancer journey.
- **Organizational Overview:** As the only non-profit that guides and empowers Vancouver Island-based patients and their families as they navigate the uncertainty of a prostate cancer diagnosis, IPC fills a unique role here on Vancouver Island. IPC has a small staff of an Executive Director, Administrative Support and a Registered Nurse who administers the Prostate Health Nurse Navigator Program, along with 8 active and engaged Board Members who support the organization in multiple ways. Currently, IPC relies on donations and contributions from individual, business and foundation sponsors and community partners, and does not receive any government funding. We have no affiliation with MOVEMBER.

Island Prostate Centre Services

For the last 25 years, IPC has been dedicated to making a difference in the lives of men diagnosed with prostate cancer. To achieve this, we offer several services:

- Nurse Navigation – individualized support sessions
- Cancer Recovery Exercise program (2 x per week)
- Monthly Speaker Series/Peer Support Program
- Prostate Cancer Education Series
- Community Awareness / Fundraising Events (Father's Day Walk and Ride to Live)

We provide these programs and services on an annual budget of around \$400,000.

2. Project Objective

We're seeking a qualified consultant to develop a comprehensive marketing and communications plan that will:

- Elevate brand awareness and strengthen visibility to enhance our fundraising ability
- Clearly communicate our impact to donors, volunteers, media, and other stakeholders, including patients.
- Create an actionable, measurable, year-long plan with priorities, tactics, timelines, and KPIs.

➤ islandprostatecentre.com

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3. Scope of Work

Expected deliverables include:

1. Discovery & Research

- Review existing communications materials, website, outreach and fundraising channels.
- Conduct up to 2 interviews with internal stakeholders (staff and volunteer) and a possibility for 1 with key external audiences (donor).
- Analyze peer and competitor nonprofit communications.

2. Strategic Framework

- Define/refine brand identity, key messaging, and positioning.
- Identify primary audiences and personas.
- Recommend appropriate channels and platforms (social, web, email, events, earned media).

3. Tactics & Implementation Plan

- Lay out a detailed, tactical marketing calendar (monthly/quarterly).
- Provide content plan examples (social posts, newsletters, press outreach).
- Recommend tools or systems (e.g., CRM, email platform, analytics tools).

4. Budget & KPI Measurement

- Estimate costs for components (advertising, design, copywriting, PR, etc.)
- Propose success metrics (web traffic, social engagement, media mentions, fundraising conversions).
- Provide measurement/reporting framework.

5. Ongoing Support (Optional)

- Coaching for internal staff in execution.
 - Periodic progress check-ins and mid-course adjustments.
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4. Proposal Submission Requirements

Include in your proposal:

- **Proponent Credentials:** Profile, strengths, relevant nonprofit marketing experience and results achieved.
- **Project Team:** Who will lead? What are their qualifications?
- **Methodology & Timeline:** Describe your proposed methodology for supporting our marketing and communications needs, including your strategic approach, key activities, and tools or platforms you plan to use. Please highlight how your approach aligns with our mission and values. Include a proposed project timeline with clearly defined phases, milestones, and deliverables, as well as your process for working collaboratively with the IPC teams and incorporating stakeholder feedback throughout.
- **Budget Estimate:** Breakdown of fees, anticipated expenses, any retainer structure or payment schedule.
- **Case Studies & References:** Examples of work with measurable impact and at least two nonprofit references.

Submit via email to **Leanne Kopp, Executive Director** at leannekopp@islandprostatecentre.com by Friday, August 22, 2025.

5. Evaluation Criteria

Island Prostate Centre will evaluate proposals based on:

- Quality and relevance of past experience.
 - Clarity of strategic thinking and approach.
 - Feasibility and rigor of timeline and deliverables.
 - Value relative to proposed budget.
 - Cultural fit and collaborative style.
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6. Schedule

Milestone	Date
RFP Issued	Thursday, July 31, 2025
Q&A Period Ends	Friday, August 15, 2025
Proposal Due	Friday, August 22, 2025
Consultant Interviews	Week of September 2, 2025
Selection Notification	Friday, September 12, 2025
Expected Project Kick-Off Monday, September 22, 2025	

7. Contact & Q&A

For questions or clarification, please contact:

Leanne Kopp

Executive Director

leannekopp@islandprostatecentre.com

(250) 388-0214

8. Terms & Conditions

- Ownership of final materials (i.e. the completed plan) rests with Island Prostate Centre.
 - Proposals remain valid for 90 days.
 - We reserve the right to reject any or all proposals; only finalists will be notified.
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