



REQUEST FOR PROPOSAL

Marketing and Communications Agency Engagement

Issued by Mighty Writers | 2026

Submission Deadline	May 1, 2026
Decision Date	May 6, 2026
Anticipated Start	May 20, 2026
Annual Budget Range	\$55,000 to \$70,000
Contract Type	1099 Independent Contract (Individual or Firm)
Point of Contact	Dr. Corinne Green ed@mightywriters.org

01 About Mighty Writers

Founded in 2009, Mighty Writers is a 501(c)(3) nonprofit organization with a mission to teach kids ages 3 to 17 to think clearly and write with clarity, so they can succeed in school, at work, and in life.

All programs are completely free of charge. Mighty Writers currently operates across 8 locations in Pennsylvania and New Jersey, serving more than 4,500 young people each year through free after-school academies, summer camps, bilingual programs, themed writing workshops, mentorships, college essay courses, and toddler literacy groups.

Two of our sites are fully bilingual, serving Spanish-speaking families. Our On the Road program extends our reach by bringing free workshops to more than 60 schools, recreation centers, libraries, and community organizations across Greater Philadelphia.

Since 2020, Mighty Writers has also operated a Distribution Program, providing free groceries, diapers, books, school supplies, and other household essentials to families in our communities, reaching approximately 70,000 families each year.

As we continue to expand our reach and deepen our community impact, we are seeking a qualified marketing and communications agency to authentically tell our story and amplify our work across multiple platforms and audiences.

02 Purpose of This RFP

Mighty Writers is seeking proposals from experienced marketing and communications agencies or independent consultants to serve as our Marketing and Communications Agency.

This is not a social media management contract. We are seeking an agency that provides both strategic leadership and full-service execution across marketing, communications, public relations, and digital presence, and that is prepared to take consolidated ownership of these functions.

The goal of this engagement is to unify multiple marketing functions under a single accountable structure, ensuring brand alignment, strategic consistency, and measurable impact across all channels and audiences.

03 Scope of Work

The selected agency will be responsible for delivering a comprehensive, integrated marketing and communications approach across all of the following areas. The agency is expected to have access to onsite, in-house, or external talent necessary to execute all deliverables.

3.1 Strategic Marketing Leadership

- Develop and implement a full marketing and communications strategy aligned with organizational priorities
- Connect marketing initiatives directly to programming, donor relations, fundraising, and partnership goals
- Establish clear KPIs and deliver consistent performance reporting to organizational leadership

3.2 Campaign Development and Execution

- Plan and execute multi-channel marketing campaigns, including donor communications and event fundraising campaigns- Weekly, monthly, quarterly, and annual
- Support audience growth, community engagement, and brand awareness across all platforms
- Develop and manage branding materials that reflect the voice and mission of Mighty Writers

3.3 Public Relations and Media Strategy

Public relations is a core and required component of this engagement. The selected agency will be expected to:

- Develop and distribute press releases and media materials
- Identify, pitch, and manage earned media opportunities across print, digital, and broadcast outlets
- Build and maintain active relationships with journalists, editors, and media partners
- Position Mighty Writers as a recognized leader in youth development, literacy, and community impact

3.4 Social Media Management

Mighty Writers is currently active on Instagram, Facebook, and LinkedIn. The selected agency will manage these channels. A scope for YouTube may be developed as part of this engagement.

Note: Mighty Writers' Director of Programming and internal program directors will support social media and day-to-day content execution where needed. The agency will be expected to coordinate with these internal stakeholders.

- Develop and execute a consistent content calendar across all active social platforms
- Grow audience reach and engagement in alignment with organizational goals
- Create content reflecting student stories, program impact, donor recognition, and community presence
- Provide recommendations for expanding to YouTube or other emerging platform

3.5 Website Management and SEO

- Manage and execute timely updates to the Mighty Writers website
- Develop and implement an SEO strategy to increase organic visibility and search performance
- Ensure website content is current, accessible, and aligned with broader marketing campaigns

3.6 Event and Fundraising Support

- Develop marketing and communications plans for events, fundraising campaigns, and community activations
- Create event presentations and supporting materials as needed
- Support event communications from promotion through post-event follow-up

3.7 Content and Brand Management

- Oversee content development across digital and print platforms
- Maintain brand consistency in voice, tone, and visual identity across all communications
- Develop donor-facing communications and materials that deepen engagement and support fundraising goals

3.8 Internal Team Coordination

The selected agency will coordinate with and provide strategic direction to the following internal roles,

- Executive Director
- Assistant Executive Director-Business Operations
- Sr Strategic Business Partner
- Director of Programming
- Director of Development
- Director of Community Impact
- Director of Business Development and Partnerships

The agency will ensure that all marketing output across these roles is cohesive, on-brand, and strategically aligned.

04 Reporting Structure

The selected agency will report directly to the following members of Mighty Writers' leadership team:

Role	Responsibility
Executive Director	Overall organizational vision and strategic alignment
Assistant Executive Director of Business Operations	Operational oversight and contract accountability
Director of Development	Donor communications, fundraising alignment, and development goals

05 Onsite Presence Requirements

This engagement is open to individuals and firms regardless of geographic location. However, a commitment to regular in-person presence in Philadelphia is required quarterly for strategy planning and event implementation for fundraisers.

The primary point of contact for the selected agency must participate in quarterly, in-person planning meetings at a Mighty Writers' Philadelphia location. These sessions are essential for aligning on upcoming initiatives, reviewing performance, and maintaining close coordination with organizational leadership.

Respondents must confirm their ability to meet this onsite requirement within their proposal submission.

06 Systems and Infrastructure

The selected agency should have working familiarity with, or a demonstrated ability to quickly onboard into, the following platforms:

- Salesforce (CRM and donor management)
- Constant Contact (email marketing and contact management)

Comfort working within nonprofit CRM environments and using data to inform communications decisions is a strong advantage.

07 Engagement Structure and Contract Terms

Contract Type

- This is a 1099 independent contract, open to both individual consultants and registered firms
- Mighty Writers intends to award the full contract to one entity; however, vendors may bid on specific components of the scope if applicable

Contract Duration

- This will be an annual contract beginning June 1, 2026.
- Contract renewal will be evaluated on a yearly basis based on performance and organizational needs

Payment Terms

- Payment will be made quarterly after deliverables and reports have been completed
- Disbursements will be based on the approved budget submitted by the contractor at the outset of the engagement

08 Budget

The annual budget range for this engagement is \$55,000 to \$70,000.

Respondents are required to submit a detailed budget as part of their proposal, outlining the services covered and associated costs at their stated price point. Proposals that exceed the \$65,000 ceiling must include a clear, itemized rationale explaining the expanded scope or added value that justifies the higher investment.

09 Proposal Requirements

Interested individuals or firms must submit a complete response that addresses each of the following:

1. Agency or Consultant Overview

- Background, experience, and core areas of expertise

2. Portfolio

- Work samples demonstrating relevant experience in marketing, communications, PR, and digital strategy
- Experience with nonprofit or mission-driven organizations is strongly preferred

3. Strategic Approach

- Approach to developing and executing an integrated marketing and communications strategy
- Approach to public relations and earned media engagement
- Approach to social media management, website updates, and SEO
- Approach to performance measurement and reporting

4. Team Structure

- Key personnel or talent assigned to this engagement
- Defined roles and areas of responsibility
- Description of how onsite, in-house, or external resources will be deployed to execute deliverables
- A review of subcontractors and/or 3rd party partners

5. Proof of Insurance

- A copy of a current certificate of liability insurance and/or current business insurance must be included with the submission

6. Detailed Budget Proposal

- Itemized breakdown of services and associated costs
- Rationale for any proposal exceeding the \$65,000 budget ceiling

7. References

- Minimum of two to three professional client references
- Nonprofit or mission-driven organization experience preferred

10 Selection Process

The selection process will be conducted in two rounds:

Round 1	Written proposal review. Submissions evaluated based on the criteria outlined in this RFP.
Round 2	Shortlisted candidates will be invited to deliver a formal presentation to the Mighty Writers leadership team. Presentations may be conducted virtually.

11 Evaluation Criteria

Proposals will be reviewed and scored based on the following areas:

Evaluation Area	What We Are Looking For
Strategic Depth	Clarity, range, and quality of the proposed marketing and PR approach
Portfolio and Experience	Demonstrated results in marketing, communications, media, and digital work
Team and Resource Structure	Ability to staff and execute deliverables using onsite, in-house, or external talent
Mission Alignment	Understanding of and connection to Mighty Writers' voice, values, and community
Onsite Availability	Confirmed commitment to quarterly in-person planning meetings in Philadelphia
Budget Transparency	Clarity, detail, and reasonableness of the proposed pricing and budget breakdown
Insurance Compliance	Valid certificate of liability insurance and/or current business insurance on file

12 Submission Information

Submission Deadline	May 1, 2026
Decision Date	May 6, 2026
Submission Email	ed@mightywriters.org

Point of Contact	Dr. Corinne Green
-------------------------	-------------------

Closing Statement

Mighty Writers is not looking for a vendor. We are looking for an agency that is genuinely invested in the work.

The right individual or firm will bring strategic range, creative depth, and an authentic appreciation for mission-driven organizations. They will know how to tell the stories that open doors, build relationships that extend our reach, and lead a team that is already committed to showing up every day for young people.

Every year, more than 4,500 young people come through our doors to find their voice. We are looking for an agency that can help the world hear it.

If that sounds like you or your organization, we welcome your response.