



Request for Proposals – Social Enterprise Marketing & Development

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Released July 30 2018

Response Required by August 6 2018

The non-profit organization thegreenrock.ca ~ Live Sustainably NL is requesting bids for comprehensive consultation services to help develop and deliver a concept-to-invoice-to-receipt campaign for an emerging social enterprise. The social enterprise – Guide to the Good -is designed to make it easy for locals and visitors to choose local, social and green for their purchasing and lifestyle choices.

The project includes marketing, website and app development, tech trouble shooting, in-house training, and scalable expansion strategy. The project has an intense 16-week ramp up starting August 2018, then relents to an ongoing 12-month operations and maintenance phase.

The successful bidder will be one that:

- Is locally owned and operated
- Commits the company principal as the one point-person and work-doer for the duration of the project
- Has proven experience in local small business development
- Has demonstrated capacity to scale a local campaign throughout the province, Atlantic Canada and beyond
- Is responsive within and outside regular business hours
- Is a leader in innovative intelligence for app and website development and intuitive search
- Has proven ability to develop a clean, beautiful, easy to use-back end and responsive, fully-functional, robust SEO optimized website and (no charge) app for iPhone and Android
- Understands the nuance of small business success and the culture of small enterprise
- Is patient and takes time to work through and clarify complex challenges

Deliverables include:

- o Consultation & Discovery sessions
- o Design, Development & Training for Guide to the Good Mobile Application
- o Design, Development & Training for Guide to the Good Website
- o Analysis and recommendations concerning content, strategy and marketing
- o Bi weekly face-to-face meetings with regular other correspondence
- o Marketing Strategy and Campaign including Brand-book, videos, audience engagement and growth strategy, and crowd-sourcing campaign
- o Market research/focus group testing throughout all pre-launch phases.
- o Metrics will be applied to measure and monitor user response.
- o Manuals and workflow plans for:
 - Marketing and Sales processes, Guide to the Good start-up process (for expansion), Evaluation and Metrics, Transactions – billing and renewals, SEO Optimization

The Guide to the Good will make it easy for people to choose local, social and green for their purchasing and lifestyle choices, because local, social and green bring economic, ethical, environmental, social and community benefits. The Guide to the Good promotes 'local' – communities, neighbourhoods, companies and personalities - in an authentic and inspiring contextual presence.

Background - thegreenrock.ca ~ habits for your habitat launched in 2008. With the tagline 'think planet. live local' thegreenrock.ca is about 'habits for your habitat' – things we can all do to live more sustainably where we live.

thegreenrock.ca was on point with its mission and its method as localism and sustainability increasingly came to the fore. When it incorporated as a not-for-profit company in 2014, thegreenrock.ca ~ Live Sustainably NL focus was on developing a revenue stream to become sustainable, and realize its long-term vision.

Personal investment and months of research and study led to a social enterprise model around the theme of 'local', because local builds community, builds connections, improves health and well-being, strengthens the economy, strengthens community resilience, and tends to leave a smaller environmental footprint.

We learned:

- *conscious consumers want to and would choose local more often if they knew what was available and how to access it.*
- *a growing community of creative, smart local businesses with very limited budgets are interested in an affordable venue to promote their offerings, and let their 'localness' be an inherent advantage.*
- *local businesses like to build relationships with their customers, and people like to build relationships with the people who make and grow things they choose.*

Along the way, we caught the attention of the St. John's Farmers Market, the Downtown Development Commissions, St. John's Board of Trade, the Y Enterprise Centre, Newfoundland and Labrador Environmental Network, Memorial's Faculty of Business, Memorial University's Harris Centre, EXTRAordinary Women, the Genesis Centre, Memorial's Centre for Social Enterprise, For A New Earth and other entities. The Guide to the Good was accepted into the Genesis Evolution program, and was the winner - IMPACT Social Innovation Challenge (May 2017).

Next steps are to develop and deliver a concept-to-invoice-to-receipt campaign that will generate revenue in the fourth quarter of 2018 as we pilot the **Guide to the Good**.