



Contact

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Introduction

The National Association of Asian American Professionals (NAAAP), a 501c3 non-profit professional association, is seeking to hire an agency or freelancer(s) to assist with digital marketing to elevate the number of registered participants attending a NAAAP leadership conference for the first time. We are accepting proposals in response to this request.

Company and Event Profile

Our organization is a professional association catered to Asian Americans and Pacific Islanders and to those that support this demographic. We strive to build leadership skills and create networking opportunities for our members, who range from young professionals to senior professionals in various industries and backgrounds. NAAAP is comprised of 30 chapters in various locations across America, Canada, and China. Each chapter holds local events and services for their local members.

In addition, national events are also accessible, one of which is the largest and most attractive event, the Leadership Convention. This convention brings almost 500 professionals together (in-person) in a different city each year. This year, the chapter in Washington, D.C. will be hosting the convention with a thematic energy of "Limitless Leadership." Our theme will embrace the new challenges in workspaces and the resilient efforts from professionals that yearn for growth. The pandemic may have altered professional pathways and created cultural roadblocks, but our community sees no limits to our goals and accomplishments.

Among the convention attendees are the national and local sponsors. This event's success is imperative as it continues to attract and retain corporate sponsors which support NAAAP's mission in professional advancement, diversity and inclusion topics, and community engagement.

Other organizations that offer similar communities, services, and sponsor connections are Ascend, Society of Asian Scientists and Engineers (SASE), Asian Pacific American Chamber of Commerce (APACC), Committee of 100, Federal Asian Pacific American Council (FAPAC), U.S. Pan Asian American Chamber of Commerce (USPACC).

Project Goal

The marketing agency/freelancer(s) will have one definitive goal: acquire or exceed the goal of new registered paid participants for 2022 Leadership Convention.

To clarify:

- "New" is defined as non-chapter acquired registrations and first-time participants
- "Paid" is defined as collected payment online without any affiliations of the chapters or sponsors
- Targeted audiences

Young Professionals	Entrepreneurs
Mid-Professionals	Career Switchers
Senior Professionals	Job Seekers
C-suite professionals	Diversity Recruiters
All industries including Government, Medical, Science, Arts, Service, Finance, and Business	Cultural Advocators

Challenges

Our organization is heavily reliant on volunteers, both locally and national. Time and expertise from our volunteers may be limited and may have affected the success and outcome of previous events. The agency/freelancer(s) shall consider assisting NAAAP with the following:

- Gathering and analyzing social media metrics and applying it to our advantage
- Engaging with digital audiences outside of current account followers and feed
- Video editing and distributing video content in social media



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- Frequent and relevant posts on social media
- Leveraging other networks and resources to connect with potential participants
- Questioning the effectiveness of paid social media advertisements

Scope of Work

This year, NAAAP turns 40 years old and with the turn of the pandemic, our members are eager for new and quality networking opportunities. Digital marketing and social media accounts are the channels we rely on as a non-profit organization. Therefore, we are specifically asking a third-party service to go beyond a designated volunteer duty to attract new audience and convert browsers and social media followers into new registered participants.

The scope of work can include but are not limited to

- Creating Social Media Content including videos
- Managing and initiating engagement of comments, shares, and likes per post
- Increasing online exposure through use of existing algorithms and followers
- Increasing Search Engine Optimization (SEO)
- Reaching out to targeted audience members in forums and other channels who may not have heard or considered this event
- Meet with shareholders and executive planning team to share results and expert analysis on data, performance, and trends.

Deliverables

- Acquire new registered paid participants for the 2022 Leadership Convention at specified milestone dates
- Produce or provide organic posts, images, and video available for posting on all social media accounts until the month of August. Quantities of these deliverables are subject to change or dependent on the marketing firm's proposal
- Provide SEO tips and techniques to follow up with web master, specifically for www.leadershipconvention.org website
- Share Social Media Engagement reports with the organization to understand audience opportunities and strengths, then provide expertise and suggestions to alter goals, brand, tasks, and behaviors.



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Metrics and Milestones

- Acquire 100 new paid registrations by April 30, 2022
- Acquire 200 total new paid registrations by June 15, 2022
- Acquire 400 total of new paid registrations by August 1, 2022

The agency/freelancer(s) performance will be evaluated after the first milestone to determine the continuation of the contract and service.

Bidder Qualifications

To be considered for this project, all bidding vendors must:

- Have deep understanding of social media channels including but not limited to Instagram, Facebook, LinkedIn, Twitter, and TikTok to market to specific audiences
- Understanding of paid advertisement and algorithms within social media platforms
- Strategies to improve SEO
- Proven history in converting social media efforts into registrations for a convention
- Recent references that we may call upon
- List of staff who will be working on the project, including their backgrounds
- Social media and marketing certifications
- Cost vs. value: Bidding agencies will be evaluated on the cost of their proposals based on the outlined scope of work

Key Questions

Please consider addressing these questions in your proposal to help the selection committee understand why your marketing team or expertise can be trusted to execute and deliver positive results.

- Based on our website and social media accounts, what would you suggest we do differently to tackle our challenges and goals, specifically related to the Leadership Convention?
- Do you have a graphic artist and/or video editor on your team or have experience in these two sectors? If so, we request that you share their portfolios or previous works.
- Explain why your latest account was successful due to your digital marketing expertise and involvement
- In your opinion, what should non-profit organizations do to increase long-term awareness and retain interest during an ever-demanding digital age?



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Proposal guidelines

To be considered for the project, all bidding vendors must:

- Include a price proposal for the work, which should be no more than \$25,000
- Submit the application no later than January 15, 2021
- Be able to start services on or before February 1, 2022
- Submit all proposals to Annie.Ly@naaapdc.org

We strongly recommend including a description of your team/person that includes

- a general overview
- names and credentials of creative team
- number of full-time employees
- strengths and distinguishing skills
- portfolio of previous work

Project timelines

- Circulation of RFP: November 22, 2021 December 20, 2021
- Proposals Review: January 15, 2021 to January 7, 2022
- Final Selection: January 21, 2022
 - Upon notification, the contract negotiation with the winning bidder will begin. Contract negotiations will be completed earlier or by January 28, 2022
 - Notifications to bidders who were not selected will be completed by January 31, 2022
- Start of Project: February 1, 2022
- Paid registrations goal (1) deadline: April 30, 2022
- Paid registrations goal (2) deadline: June 15, 2022
- Paid registrations goal (3) deadline: August 1, 2022
- End of Project: August 31, 2022

We look forward to working with your firm and team. Please do not hesitate to email Annie.Ly@naaap.org for any questions or concerns.