

SCOPE OF WORK – MARKETING SERVICES

The awarded vendor will diligently and proactively furnish NAHAC with Marketing Services. These services will include the following, described in more detail below: Rebranding, Marketing, Public Relations, Outreach, and Media Management (including social, print, digital, and video).

1. **Website Development, Hosting, and Maintenance.** Vendor will collaborate with NAHAC Call Center Manager / Payroll Manager and other staff to provide website development, hosting, and maintenance, including but not limited to the following:
 - a. New website design
 - b. HTML5 compatibility
 - c. Responsive design for “any device” compatibility
 - d. Social media integration and data capture functionality
 - e. Application submission forms
 - f. Newsroom / Media Center
 - g. Search engine optimization
 - h. Edited content based on NAHAC’s current site
 - i. SEO / SEM campaign management
 - j. Photography and video
 - k. Hosting and maintenance, to include making updates, additions, and changes to website and website content as requested by NAHAC, some requiring same-day turnaround

2. **Rebranding.** Development of all-new branding to differentiate the upcoming Homeowner Assistance Fund from the previous Hardest Hit Fund. Rebranding will include, but is not limited to:
 - a. New logo(s)
 - b. Revised slogan
 - c. Refreshed color palette and typography
 - d. Distinct identity package (including, but not limited to business cards and letterhead)
 - e. Refined mission and vision statements
 - f. Fresh “Elevator Pitch” (corporate script)
 - g. Updated brand positioning and brand narrative

- h. New overall Brand Guidelines / Brand Book
 - i. Revised marketing materials (including, but not limited to digital presentations, brochures, and handouts)
 - j. New advertising campaign and ad mats (B2C)
 - k. Refreshed photography and videos
 - l. Cross-marketing with other nonprofits
 - m. Public Relations and Social Media
3. **Digital and Traditional Media Buying and Placement.** Carry out all buying and placement of digital and traditional media while providing expertise in the most effective and cost-efficient use of budgeted funds.
 4. **Reporting.** Provide monthly results and ad hoc reports as reasonably requested by NAHAC.
 5. **Timelines.** Create monthly timelines for all marketing activities referenced in items 1 through 4.
 6. **Marketing Expertise.** Interpret results of marketing activities and make recommendations for adjustments when and where necessary to allow for optimal use of budgeted resources.
 7. **Board of Directors Meetings.** Attend and present information and updates to the NAHAC Board of Directors as requested by NAHAC Chief Executive Officer and/or other NAHAC Management.
 8. **NAHAC Management Meetings.** Attend and present information and updates to the NAHAC Management Team as requested by NAHAC Chief Executive Officer and/or other NAHAC Management.