



THE STATEWIDE NETWORK FOR  
NEW JERSEY'S  
AFTERSCHOOL COMMUNITIES

---

Monday, October 3, 2022

Greetings,

NJSACC invites the submission of proposals for the preparation and implementation of a Marketing strategy for the Agency.

The selected consultant will contract with NJSACC.

There will be a preproposal meeting (via zoom) on Monday, October 17, 2022, at 11am.

**The deadline for submitting proposals is Tuesday, November 1, 2022.**

The projected date for contract commencement is Monday, November 14, 2022.

All correspondence pertaining to this proposal should be directed to NJSACC's Digital Technology Director, Adam Cruz, at: [acruz@njsacc.org](mailto:acruz@njsacc.org)

If you have any questions, please contact me at: [egrace@njsacc.org](mailto:egrace@njsacc.org) or at: (908) 789-0259

Sincerely,

Ebony Grace, CEO



# THE STATEWIDE NETWORK FOR

## NEW JERSEY'S

### AFTERSCHOOL COMMUNITIES

---

#### **Background Information:**

##### About NJSACC

NJSACC: The Statewide Network for New Jersey's Afterschool Communities had its beginnings 40 years ago as a grassroots coalition made up of stakeholders such as education, government, industry, not for profit, for profit, health, and human services to improve the quality of the growing field of afterschool.

In 1993, NJSACC became incorporated as a not-for-profit organization. NJSACC is a founding member of the National Afterschool Association and currently serves as the state affiliate of NAA.

In 2007, NJSACC was selected to join the National Network of Statewide Afterschool Networks funded by the Charles S. Mott Foundation.

##### Mission

The statewide network for New Jersey's Afterschool Communities advocates for the implementation of the New Jersey Quality Afterschool Standards and promotes and supports the development, continuity, and expansion of out-of-school time programs.

##### Vision

NJSACC envisions a New Jersey where every child has access to high-quality, inclusive out-of-school time programs that provide equitable and diverse experiences that maximize the full potential for all youth, families, and communities.

NJSACC's vision includes diverse, equitable and inclusive training, practices, and offerings to support the agency's vision and mission throughout all aspects of NJSACC's operations, implementation, and fulfillment of its core objectives.

Through our work, NJSACC strives to contribute to a more diverse, equitable and inclusive New Jersey.

##### We will continue to:

- provide intentionally diverse training practices and offerings
- promote equitable leadership in the OST field
- advocate for inclusive and equitable services
- procure, disperse, and equip OST providers with a variety of resources that create culturally relevant programming.



## THE STATEWIDE NETWORK FOR NEW JERSEY'S AFTERSCHOOL COMMUNITIES

---

NJSACC works to:

- Build a strong network for afterschool program professionals in NJ.
- Provide training conferences, workshops, and information services.
- Offer technical assistance, at no cost, for the development, expansion, and improvement of afterschool programs throughout NJ. Technical assistance means that we are available to field questions, help programs identify resources and activities, and troubleshoot challenges they experience.
- Work closely with state and local officials to define appropriate NJ State regulations and legislation.
- Establish professional development opportunities.
- Serve as the NJ Member of the National Network of Statewide Afterschool Networks.
- Develop public awareness of afterschool issues.
- Be the state's national affiliate to the National Afterschool Association (NAA).

NJSACC is funded, in part, by the Charles Stewart Mott Foundation by the NJ Department of Human Services, Division of Family Development as part of a Federal CCDF Block Grant Earmark with federal funds from Title IV, Part B, 21st Century Community Learning Centers program of the Every Student Succeeds Act (ESSA) awarded to the New Jersey Department of Education.

We are proud to be a member of the National Network of Statewide Afterschool Networks funded by the Charles Stewart Mott Foundation. Across the nation, afterschool networks are working to achieve the following goals:

- Create a sustainable structure of statewide, regional, and local partnerships, particularly school-community partnerships, focused on supporting policy development at all levels.
- Support the development and growth of statewide policies that will secure the resources that are needed to sustain new and existing afterschool programs.
- Support statewide systems to ensure programs are of high quality.



# THE STATEWIDE NETWORK FOR

## NEW JERSEY'S

### AFTERSCHOOL COMMUNITIES

*NJSACC is seeking marketing proposals from knowledgeable nonprofit marketing consultants to help us create and execute a sustainable marketing plan for our afterschool and out-of-school-time network, as well as help us set-up, roll-out and analyze a data-driven marketing campaign that targets 684 local school districts across 21 counties in New Jersey.*

#### **Statement of Purpose:**

American Rescue Plan (ARP) / Elementary and Secondary Schools Emergency Relief (ESSER) funds have been distributed as a direct allocation to New Jersey (NJ) Local Education Agencies (LEAs) with set-asides required for Evidence-Based Summer Learning and Enrichment Activities.

With the Local Expansion of Afterschool Programs (LEAP) funding provided by the STEM Next Opportunity Fund and the Mott Foundation, NJSACC, New Jersey's Afterschool Network, will serve as a thought partner with LEAs and statewide agencies in the development and implementation of funding plans for utilization of the ARP set-aside. NJSACC's two-part approach will consist of:

- An outreach campaign targeting local school districts to assist in the implementation of their Evidence-Based Summer Learning and Enrichment Activities plans; and
- Developing partnerships with state associations, specifically district superintendents, principals and supervisors, school administrators and school business officials, to further NJSACC's connection to those that influence funding and implementation of quality programming at the local level.

As a LEAP grantee, NJSACC is seeking marketing proposals from knowledgeable nonprofit marketing consultants/marketing firms to help us create and execute the marketing components of the grant consisting of: a sustainable marketing plan for our afterschool and out-of-school-time network, as well as help us set-up, roll-out and analyze a data-driven marketing campaign that targets 684 local school districts across 21 counties in New Jersey.

As the technical assistance provider for NJ's 62 Nita M. Lowey 21st Century Community Learning Centers Grants and all subsidized, school-age childcare programs funded by Child Care Development Fund Block Grant (CCDBG) funds, NJSACC has a unique perspective into the design and implementation of high quality, out-of-school time (OST) school-age programs in NJ. This is an opportune time to reconnect with school districts as they implement efforts to recover from the pandemic, which had a debilitating impact on NJ.

With LEAP funding, NJSACC will work beyond our level of service to impact afterschool and OST programming and advocacy by proposing the following:

1. Outreach campaign targeting local school districts across all counties.
2. Develop materials to mail and/or email all 684 school districts, first targeting the lowest performing districts.
3. Develop resources (such as toolkits and at-a-glance documents) for rapidly ramping up new summer and afterschool programs and provide training and technical support.



# THE STATEWIDE NETWORK FOR NEW JERSEY'S AFTERSCHOOL COMMUNITIES

## Tasks To Be Completed:

- Task 1: Review NJSACC's current marketing and outreach initiatives by working with the LEAP team to determine marketing needs.
  - Timeline: Adjourn team meeting by Friday, November 18, 2022
  - Outcome: NJSACC and marketing consultants will have a better understanding of its marketing needs based on an analysis of its marketing strengths and weaknesses.
- Task 2: Develop a sustainable marketing plan that targets local school districts while simultaneously highlighting NJSACC's impactful work in afterschool and OST
  - Timeline: Complete structure document and campaign outline by Thursday, December 1, 2022, and initiate campaign by Monday, December 12, 2022.
  - Outcome: NJSACC will have a marketing plan and a structure for implementation of its marketing campaign.

## Summary of Deliverables:

All deliverables are due by the end of the period of performance.

1. Data-driven, sustainable marketing plan for our organization.
2. Outreach campaign targeting local school districts to assist in the implementation of their Evidence-Based Summer Learning and Enrichment Activities plans.
3. Develop marketing materials to mail and/or email all 684 school districts, first targeting the lowest performing districts.
4. Develop marketing resources (such as toolkits, at-a-glance documents, etc.) for rapidly ramping up new summer and afterschool programs and provide training and technical support.

## Contract Details:

- Period of Performance – Starting Monday, November 14, 2022 - Wednesday, May 31, 2023
- Payment, Incentives, and Penalties - Consultants may request an initial deposit. Final payment will be issued after completion of the project along with receipt of all deliverables.
- Contractual Terms and Conditions – Click [here](#) to review NJSACC's Consultant Agreement, paying special attention to the additional requirements section.



**THE STATEWIDE NETWORK FOR**

**NEW JERSEY'S**

**AFTERSCHOOL COMMUNITIES**

---

**Proposal Submission:**

Please submit the following no later than Tuesday, November 1, 2022, to NJSACC's Digital Technology Director, Adam Cruz, at: [acruz@njsacc.org](mailto:acruz@njsacc.org):

1. A technical approach, which describes how you will carry out the marketing tasks outlined above.
2. A summary of recent and relevant marketing projects, completed by your agency.
3. A firm estimate of the fees to be charged and an estimate of expenses that would be incurred.
4. Resumes of all consultants who would be involved in the project.
5. Names, phone numbers, and email addresses of individuals at three nonprofit organizations who have been your clients during the last eighteen months and whom we can contact as references.

Electronic versions preferred.

Paper copies can be mailed to:

NJSACC  
C/o Adam Cruz  
208 Lenox Avenue  
#363  
Westfield, NJ 07090

We will hold interviews with finalists during the week of November 7, 2022. If you have questions, please email them to NJSACC's Digital Technology Director, Adam Cruz, at: [acruz@njsacc.org](mailto:acruz@njsacc.org)