

Request for Quote
Social Media Campaign Development Across Multiple Business Verticals
with Creative Design Services

Date Issued: November 1, 2024 Date Due: November 14, 2024



The Florida Economic Development Council (FEDC) is Florida’s leading organization for advancing statewide prosperity by professionalizing our field, strengthening our competitiveness, and serving as the number one source of economic development expertise in Florida. Uniting as one voice, we advocate for sound policy and effective programs that establish Florida’s global business brand.

60 years of peer connection, professional development, and advocacy have been the cornerstone of cultivating Florida’s economic development ecosystem. Over 500 professionals across 250 organizations from industry, education, workforce development, and government shape and promote Florida’s low cost — high impact economy, expansive labor market, vast transportation infrastructure, and global reach making Florida the best place to invest, grow and succeed.



The FEDC Research & Education Foundation, Inc. (FEDC Foundation) is the educational and research affiliate of the Florida Economic Development Council, Inc. — the number one resource for economic development expertise in Florida. Over the past decade, 50 professionals have been supported by \$90,000 in scholarships to advance their knowledge in economic, workforce, and community development practice areas. The FEDC Foundation is accelerating professional development, elevating Florida’s competitiveness, and cultivating a new generation of leaders.

Project Overview

FEDC and the FEDC Foundation are seeking a Request for Quote to organize and enhance the organization’s social media and digital communications strategy across multiple program areas: Advocacy, Professional Development, and Membership.

- FEDC's current social media channels are LinkedIn and Facebook. We also have a private channel within our membership technology tool – GlueUp.
- The FEDC website, FEDCOnline.org, is built on the GlueUp Drupal platform and has API and HTML capabilities. This information may or may not be relevant to the scope of work.
- Below is an organizational chart containing a snapshot of each vertical. More detail will need to be fleshed out for each program area. There could be sub-campaigns within a vertical.
- Social media graphics and a newsletter template(s) are desired.
- The FEDC fiscal year is July-June, however, the social media calendars can correspond to the calendar year.

Overall, the project goal is to provide valuable communications at appropriate intervals resulting in increased member engagement and satisfaction and leading to greater organizational awareness, effectiveness and growth. Our budget for the work requested is \$25,000.

Scope of Work

The project scope includes the following tasks and deliverables:

- Kick-off meeting(s) to ideate each vertical and related collateral.
- Weekly meetings to review progress, answer questions, provide direction and approve deliverables.
- Advocacy program social / digital media communications strategy and calendar.
- Professional Development social / digital media communications strategy and calendar.
- Membership social / digital media communications strategy and calendar for both general membership and for specialized member levels.

Submission Requirements

RFQ responses shall be received via email by 5:00 PM on November 14, 2024 and shall include the following elements:

- Company qualifications – no more than 1 page
- Project approach - no more than 1 page
- Project timeline
- Project cost

Interviews may be conducted December 2-13, 2024 with an anticipated award date by December 31, 2024.

Please email your submission to BKirkland@FEDOnline.org on or before November 14, 2024 at 5:00 PM eastern time.

Contact Information:

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FEDC and the FEDC Foundation

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