



**COMMUNITY  
RELATIONS  
COMMISSION**  
CITY OF GOSHEN

## **Request for Proposal for Marketing Consultation Services**

**Proposal Deadline: November 1, 2017, 5:00 PM**

Proposal submissions should be emailed to [communityrelations@goshencity.com](mailto:communityrelations@goshencity.com)

### **Background**

The Goshen Community Relations Commission (CRC) is a group of 9 volunteer residents appointed by City Council and the Mayor to focus on the “people issues” of our town. We are mothers, fathers, business people, educators, immigrants and native born Americans who share the vision of a vibrant, dynamic Goshen. The CRC has a twofold purpose: (1) to eliminate segregation or separation based solely on race, religion, color, sex, disability, national origin or ancestry, since such segregation is an impediment to equal opportunity, and (2) to foster communication and understanding within the diverse cultures in the community. Additional information about the CRC can be found on the [CRC webpage](#).

### **CRC Vision**

Goshen is a vibrant, dynamic community. Together we strive to:

- Strengthen our social and economic resources
- Promote vitality, safety, and wholeness
- Engage, embrace, and celebrate our cultural commonalities and differences
- Address challenges to our common good

### **CRC Guiding Principles**

- Respect for each other and respect for each other’s rights
- Open communication and engagement
- Honesty
- A safe community
- Acceptance that change has positive and negative consequences
- Tolerance of differences
- Support for equality and freedom from discrimination

These principles and additional background are included herein.

### **Marketing Consultation Objective**

The primary objective will be to assist the CRC as it continues to increase awareness in the Goshen community of the CRC and role of the CRC in the community (i.e., see Background information above).

## **Marketing Consultation Proposal**

1. Assists CRC in developing a marketing plan which supports the implementation of the CRC's strategic plan (goals, objectives and timelines).
2. Assists in the identification of prospective CRC mission supporters – like-minded and similarly purposed individuals and organizations which may be recruited to partner with the CRC in the implementation of its strategy
3. Assists in the identification of prospective CRC *stakeholders* (and opportunities) – individuals and organizations who/which need to hear, understand, adopt, and act upon the CRC message.
4. Assists the CRC in identifying the prospective supporters and stakeholders above, and subsequently, in collaboration with the Content Creator develop specific messages and communications vehicles (print, electronic, personal), assuring that the CRC message is both received and heard by these target audiences.
5. Participates in and observes conversations during which the CRC develops methods via which its activities may be monitored and measured/assessed, enabling the Commission to communicate outcomes/products to its various audiences (i.e. elected officials, other similarly purposed individuals and organizations, the community generally, etc.).
6. Assists the CRC in the promotion of specific events, activities and initiatives.
7. Attend CRC Marketing Committee meetings (likely to be monthly but may also evolve to an “as needed” basis)
8. Be responsive and able to work with short project development timelines
9. Be familiar with marketing principles and practices, and be familiar with brand promotion
10. Be an excellent communicator, both orally and in writing
11. Facilitate from a marketing perspective (but also generally) creative, innovative thinking among Commissioners and others engaged in achieving the CRC's mission.
12. Add an external perspective, viewpoint and opinion to CRC marketing planning conversations.
13. As a collaborator with the CRC, help to identify and access resources and expertise that may not exist within the CRC and other immediately available sources.
14. Consult with the Content Creator, who will be hired under a separate contract, regarding the development of communication content – language, pictures/symbols, layout, etc.
15. Consult with the Communications Coordinator for the City of Goshen.

**Timeframe:** Marketing consultant will begin work on or before January 1, 2018 and sign a contract that covers the period from an agreed upon start date through December 31, 2018.

**Compensation:** The CRC will provide compensation for this contract in an amount equal to or less than \$2,000.

**Please Note:** Although not required, priority will be given to Marketing Consultants who are bi-lingual in Spanish and English. Also, we desire someone who can communicate effectively with a broad audience made up of widely varying perspectives and experiences.

If you have questions about this RFP, please send an email to [communityrelations@goshencity.com](mailto:communityrelations@goshencity.com) or call 574-537-3839 and leave a message. We will email or return your call within 24 hours.

**Proposal Submission**

In light of the above, please plan to **submit the following** with your proposal:

1. A description of your experience
2. 2-3 samples of your work, and, if appropriate, clients that you have served
3. 2-3 References
4. A time line that reflects both the amount of time you can reasonably expect to contribute to this engagement over the course of the contract and on a periodic basis (i.e., whether it be weekly, monthly, quarterly), and the time period required to be able to implement the range of services described under Marketing Consultation Proposal.
5. Expected compensation, including at a minimum a general outline of the basis for this compensation and the hourly rate at which you typically bill for such services.

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## **Community Relations Commission (CRC) of Goshen CRC Statement of Principles**

As a Community Relations Commission and as individuals, we celebrate the community that is Goshen. We believe in Goshen, which is why we have made it our home. We also want Goshen to be a place of positive community relations in which all residents can enjoy equality as well as life, liberty and the pursuit of happiness.

At the same time, we recognize that our community is experiencing challenging times and we have observed significant demographic, social, and economic changes over the past 10 years. All of us, regardless of background, are encountering realities that we have never encountered before. During times such as this it is important to name and claim basic principles that remind us who we are and what we aspire to be so that all people can lead lives of dignity and peace. We view this as an important step toward achieving positive community relations.

Therefore, in recognition of our similarities and differences, both within the Commission and the broader Goshen community, the CRC declares its commitment to the following principles:

**Respect for each other and respect for each other's rights**

**Open communication and engagement**

**Honesty**

**A safe community**

**Acceptance that change has positive and negative consequences**

**Tolerance of differences**

**Support for equality and freedom from discrimination**

As the Community Relations Commission, these are the principles we aspire to be known for. We encourage others to embrace these same aspirations. While we recognize that it is important to actively pursue these principles, we will be mindful of the potential need to review and adjust this set of principles from time to time.

Adopted December 8, 2009

## **Community Relations Commission (CRC) of Goshen**

### **Statement of Principles – Why and How**

#### **(1) Respect for each other and respect for each other's rights**

Working together constructively requires that we respect each other and respect each other's rights. Such respect opens the door to communication, which can open the door to positive community relations.

We demonstrate respect by listening to each other at monthly CRC meetings and by listening to the community in public and private settings.

#### **(2) Open communication and engagement**

Communication and engagement are fundamental means for revealing similarities and differences and developing positive relationships.

We communicate and engage at monthly CRC meetings and periodic special meetings. We also communicate and engage by connecting with:

- The Neighborhoods of Goshen
- The Goshen Ministerial Association
- The Goshen Chamber of Commerce
- The Intercultural Network
- Other individuals and groups within the community.

We also are committed to finding new ways to improve communication with and in the community.

#### **(3) Honesty**

Honesty and open conversation help us foster trust and develop a more complete understanding of the entire community.

We pursue trust and understanding by listening to others, sharing our own experiences and telling of the experiences of others.

#### **(4) A safe community**

A safe community leads to both individual and collective freedom: for example freedom to learn; freedom to be in public places; freedom to have relationships with friends, acquaintances and even strangers; freedom to choose where we live; etc.

We value and pursue a safe community by respecting laws and democratic processes. We ask the same of all within our community.

We have supported programs such as Peacemakers, which empowers youth to resist involvement in gangs, violence, and drugs and to transform conflict.

#### **(5) Acceptance that change has positive and negative consequences**

Change happens, and we need to accept that it has positive and negative consequences. Such acceptance leads to a more complete understanding of the reality of the community as a whole.

We support positive activities, programs, and initiatives that serve and celebrate the people of Goshen.

We are committed to learning from those who have experienced some of the negative impacts of change in our community.

**(6) Tolerance of differences**

Tolerance, acknowledging the rights of others, is a basic expression of respect and opens the door to discussion which can lead to understanding and ultimately the acceptance of differences.

We create opportunities and provide safe spaces for people with differences to communicate and experience positive interaction such as during Diversity Day and gatherings in neighborhoods of Goshen.

**(7) Support for equality and freedom from discrimination**

We affirm America's principles of freedom and equality and we stand for life, liberty, and the pursuit of happiness.

We provide a discrimination hotline and facilitate further processing of cases of discrimination by connecting callers with mediators and/or the Indiana Civil Rights Commission as appropriate.

We acknowledge that the primary stated purpose and responsibilities of the Community Relations Commission — namely ensuring equal opportunity for all and freedom from discrimination — are presently unrealized. We are committed to seeking the legal and financial resources to allow the CRC to carry out its statutory responsibilities to address discrimination complaints.