



# Outreach and Implementation Strategy Development Request for Proposal

February 27, 2024

The CELL  
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## Primary Contacts

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# Table of Contents

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## **Section 1: About the CELL**

- Company Background
- Ideal Customer

## **Section 2: Project Objectives**

- Objective Summary
- Scope of Work
- Additional Details
- Schedule

## **Section 3: Criteria for Response**

- Evaluation Criteria
- Presentation / Proposal Requirements
- Estimated Budget & Project Plan

## **Section 4: Terms and Conditions**

## Section 1: About the CELL

### **Company Background:**

Since 2008, the Counterterrorism Education Learning Lab (CELL), a nonprofit, nonpartisan institute in Denver, CO, has provided a comprehensive look at the threats of terrorism and violent extremism and how individuals can play a role in helping to keep our communities safe. Through its acclaimed exhibit, distinguished speaker series, and training programs, the CELL provides an important service in enhancing the safety and security of our nation. Many of the CELL's initiatives complement the critical efforts set forth by the U.S. Department of Homeland Security (DHS) and have been nationally recognized.

The Community Awareness Program (CAP) is the CELL's proprietary community awareness training program that was created in partnership with the U.S. Department of Homeland Security (DHS) and the FBI's Joint Terrorism Task Force. It was designed in accordance with, and in support of, the national *"If You See Something, Say Something™"* campaign and the National Suspicious Activity Reporting (SAR) Initiative (NSI). The CAP has been deployed at Super Bowl LII and LVII, the MLB All-Star game, Indianapolis 500, NCAA Final Four, FIS Alpine World Ski Championships, the Winter X Games, and numerous other sporting events and venues across the country. The CAP has also been deployed in municipalities across several states, including Colorado, Utah, Arizona, Minnesota, and Ohio.

The CAP has been vetted and approved by the U.S. Department of Homeland Security's Office of Civil Rights and Civil Liberties and the FEMA Office of Protection and National Preparedness. It has been featured nationally as a Fusion Center best practice by the U.S. Department of Homeland Security and the U.S. Department of Justice through the Lessons Learned Information Sharing Program, and it has been recognized by FEMA in its Individual and Community Preparedness Awards for Innovative Training and Education Programs.

### **Ideal Customer:**

Given the CELL's network throughout Colorado, the target audience for the Community Awareness Program (CAP) is the public constituency across the State of Colorado and the jurisdictions and individuals beyond Colorado (and potentially across the country) who can access the program virtually.

Locally, the CELL will leverage existing relationships with city and county governments throughout Colorado, the public safety and health agencies and school administrators within those jurisdictions, and community organizations to target new, broader audiences to receive the updated CAP training. While it may be deployed to sector-specific audiences, the CAP content is largely designed for those ages 14 and up with limited background knowledge regarding the content.

## Section 2: Project Objectives

### Project Objectives:

Below, you will find a summary of the objectives for the request for proposal.

- Current Challenge:  
The Counterterrorism Education Learning Lab (CELL) is developing an updated version of its Community Awareness Program (CAP) with funding from the Federal Byrne Discretionary Grant. The update will include all previous CAP materials but now adds to our Department of Homeland Security-approved training with material to educate community members on radicalization. This will include current threats posed by violent extremism, risk factors and indicators of radicalization, radicalization and the recruitment process, and timely reporting to local and federal resources. This enhanced CAP training will not only include an updated online training curriculum but also new educational training videos to go along with it. This will better raise awareness and educate a minimum of 100,000 community members nationwide on the threats of radicalization and violent extremism.
  
- Agency Services to Support Objective  
The objectives of this project are:
  1. The development and successful execution of a multi-year outreach and implementation strategy that will help the CELL reach our goal of educating 100,000 community members through this program.
  2. The development of creative assets to use in the outreach strategy.
  3. Advisement on copywriting as it pertains to the outreach strategy.

### Scope of Work:

| <b>Requirement</b>                                      | <b>Detail</b>   |
|---|---|
| <b>Outreach and implementation strategy development</b> | The agency will support the CELL in creating and implementing a multi-year outreach strategy that will generate the necessary impact of 100,000 people by September 2026. We look forward to working with an agency that can help monitor and evaluate this strategy and provide recommendations and adjustments throughout the life of the project.  |
| <b>Development of Creative Assets</b>                   | The agency will be responsible for the development of physical and digital creative assets for this outreach strategy. This will possibly include: <ul style="list-style-type: none"> <li>▪ Overall program branding</li> <li>▪ Outreach introductory video</li> <li>▪ Mailers</li> <li>▪ E-book or other slide deck</li> <li>▪ Letterhead</li> </ul> |

|                               |  |
|-------------------------------|--|
|                               | <ul style="list-style-type: none"> <li>▪ Folders</li> <li>▪ Envelopes</li> <li>▪ Orientation kits</li> <li>▪ Other creative assets as advised</li> </ul> <p>Print costs for any physical collateral are not included in this scope.</p>                                    |
| <b>Copywriting Advisement</b> | <p>The agency will assist the CELL in any copywriting advisement for any of the above, as well as:</p> <ul style="list-style-type: none"> <li>▪ Outreach talking points</li> <li>▪ Website</li> <li>▪ Thank you letters</li> <li>▪ Other copywriting as advised</li> </ul> |

**Project Schedule:**

Below is the schedule of our current timelines. It is subject to change.

| <b>Project Milestones</b>  | <b>Deadline</b>                   |
|--|-----------------------------------|
| RFP Delivered  | February 27, 2024                 |
| RFP Close Date (RFP due no later than 4 PM MDT)                                | March 18, 2024                    |
| Agency Evaluation Period   | March 18 – April 1, 2024          |
| Project Awarded  | April 1, 2024                     |
| Integration of third-party portal completed                                    | Late Spring 2024                  |
| Development and implementation of outreach strategy and collateral development | Ongoing: Summer 2024 – Sept. 2026 |

**Section 3: Criteria for Response**

**Evaluation Criteria:**

All proposals will be evaluated against the following criteria. In your response, please be specific about how you meet or do not meet the line item below.

- Experience working with non-profit organizations and/or museums, specifically non-profit and/or museum outreach and strategy planning
- Subject matter expertise on material relevant to the Community Awareness Program
- Experience with DHS SAFETY Act-certified content and material
- Proven experience with the development and graphic design of educational training materials
- Extensive experience developing outreach and implementation strategies to impact potential clients over multiple years

### **Presentation Proposal Requirements:**

With the goal of helping you focus your presentation, we ask that you include the following items in the proposal:

### **Agency Information**

Help us get to know you better.

- **Corporate Overview:** Including the number of full-time employees, number of contract employees, office location(s), and date founded.
  - Services you offer as an agency
  - Services that you currently sub-contract
  - Awards won over the past 3 years

### **Proposed Solution**

- Detailed explanation of the proposed solution
- Make sure to cover all items in the scope of work
- Identify areas of unique expertise
- Share 3 creative examples from prior work to help explain

### **References**

- Minimum of 3 reference customers

### **Estimated Budget & Project Plan**

- Provide a line-item breakdown of costs associated with the full program. Costs should include fixed pricing, variable pricing ranges, any billable hours, travel expenses, etc.
  - The CELL prefers to pay by deliverable rather than on a schedule.
- All proposals must include a project workback schedule that includes:
  - Timelines
  - Key Milestones
  - Delivery Dates
- The CELL estimates the budget for this project to range between \$60,000 – \$70,000

## **Section 4: Terms and Conditions**

This is an invitation for proposal only.

The CELL shall not be obligated to any vendor until a written agreement has been executed.

The CELL shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility for the end-to-end process. Vendors must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

The CELL may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not the CELL has issued any addenda.