



Grace United Methodist Church

REQUEST FOR PROPOSAL	RELEASE DATE
Grace United Methodist Church (GUMC)	Monday, June 8, 2020
OPENING DATE AND TIME	Media Relations Campaign
Monday, July 20, 2020 at 1:00 PM CST	Trip Reynolds, Project Manager

1. PURPOSE

GUMC is exploring options to expand its ministry. This Request for Proposals (RFP) outlines the expected services.

Written questions are due no later than **4:00 p.m. CST, Friday, June 26, 2020**, and should be sent to Trip Reynolds via email at trip.reynolds@icloud.com

Questions should be plainly labeled "Questions for Media Relations Campaign." Responses to questions or clarifications will be provided via email or through addendum posted on the Grace United Methodist Church web site gracechurchcrete.org by approximately **Monday, June 29, 2020**.

2. PROPOSALS MUST MEET THE FOLLOWING REQUIREMENTS TO BE CONSIDERED VALID. PROPOSALS WILL BE REJECTED IF NOT IN COMPLIANCE WITH THESE REQUIREMENTS.

- A. Proposals must be received by the date and time of the proposal opening indicated above. No late proposals will be accepted. No fax proposals will be accepted. Proposals must be in a sealed envelope/container and submitted to:

Trip Reynolds, Project Manager
Grace United Methodist Church
1245 Juniper Avenue
Crete, NE 68333

- B. The proposal **MUST** be manually signed in ink and returned by the opening date and time with all requirements specified in the RFQ in order to be considered for an award.
- C. Respondents should submit one (1) original, four (4) copies and one (1) electronic copy (CD or Flash Drive) of their entire proposal.
1. TITLE PAGE. Contractors must (a) identify the subject of your proposal: Request for Proposal – Media Relations Campaign; (b) show the name of your responding firm, organization or individual; (c) show the local address of the office that will be performing the work; (d) show the name of the designated contact person; and (e) show the preparation date.
 2. TABLE OF CONTENTS. Contractor must present a clear and comprehensive identification of the contents of your proposal by section and by page number.
 3. LETTER OF TRANSMITTAL. A brief letter of transmittal is required. Within this letter include: (a) a statement of your understanding of the work to be accomplished; (b) affirmation that upon receiving the notice of selection your firm will make a positive commitment to provide the requested services; (c) the name of the individuals who will be authorized to make representations for you, their titles, addresses, and telephone numbers; (d) affirmation that the signatory of the transmittal letter has the authority to bind you.

4. **COMPANY PROFILE.** A profile of your firm is required. Within the profile statement, at a minimum, present the following information: (a) whether your firm is local, regional, national or international; (b) the location of the office from which the selected service is to be performed and a brief narration of the number of professional staff (i.e. partners, managers, supervisors, etc.) employed at that office, if any; (c) a listing of any other similar governmental entities that are provided similar services by your firm; (d) the experience of key personnel involved with the services; (e) how the responder firm organized to assist GUMC; (f) all compensation methods and requirements; and (g) a summary of your qualifications and qualifications of any provided personnel.

D. A proposal may not be altered after opening. The proposal must stay in effect throughout the term of the engagement.

3. STANDARD CONDITIONS AND TERMS

A. **SCOPE:** These standard conditions and terms of the Request for Proposals (RFP) and acceptance apply in like force to this inquiry and to any subsequent contract resulting there from.

B. **SPECIFICATIONS:** Applicants must submit a proposal in accordance with the terms and conditions in this Request for Qualifications.

C. **ALTERNATE TERMS AND CONDITIONS:** Applicants are to submit qualifications and proposals as outlined in this Request. GUMC, at its sole discretion, may entertain other alternative proposals, terms, or conditions, which deviate from those outlined in this Request. Alternative terms and conditions will be considered only if overall contract performance would be improved but not compromised and if they are in the best interest of GUMC. Alternative terms and conditions must be submitted with the proposal and must be clearly identified and detailed in such a way that allows such deviations to be fully evaluated. Unless explicitly accepted by GUMC, submitted alternative terms and conditions are deemed to be rejected.

D. **INSURANCE:** The successful Contractor shall provide a certificate of insurance indicating (1) adequate workers' compensation for all persons employed by the Contractor at the location; (2) public liability in an amount not less than \$1,000,000 for injuries including accidental death to any person and subject to the same limit to each person in an amount not less than \$5,000,000 where more than one person is involved in any one accident; and naming GUMC as an additional insured.

E. **AWARD:** All purchases, leases, or contracts will be awarded according to the provisions in this Request. GUMC reserves the right to reject any or all proposals, wholly or in part, or to award to multiple Contractors in whole or in part. GUMC reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal, and do not improve the Contractor's competitive position. All awards will be made in a manner deemed in the best interest of GUMC, and as established by the Award Schedule.

AWARD SCHEDULE			
OBJECTIVE	Increase church membership by no less than 100 persons within six-(6) months	Increase church membership by no less than 500 persons within six-(6) months	Increase church membership by no less than 1,000 persons within six-(6) months
COMPENSATION	\$2,500	\$15,000	\$50,000
PERFORMANCE-BASED MEASURES	<i>Compensation reduced to \$1,500 for failure to perform, and contract terminated</i>	<i>\$1,500 for each additional increment of 100 members</i>	<i>\$2,500 for each additional increment of 500 members</i>

- F. **PERFORMANCE AND DEFAULT:** GUMC reserves the right to require a performance bond from the successful Contractor. In case of default of the Contractor, GUMC may contract the service from other sources and hold the Contractor responsible for any excess cost occasioned thereby.
- G. **NONDISCRIMINATION:** Contractor shall not, in the performance of this Agreement, discriminate or permit discrimination in violation of federal or state laws or local ordinances because of race, color, ethnicity, sex, age, sexual preference, veteran status, criminal record, pregnancy, religion, disability, political or religious opinions, affiliations, or national origin.
- H. **DRUG POLICY:** Contractor certifies that Contractor maintains a drug free work place environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by GUMC.
- I. **NEW EMPLOYEE WORK ELIGIBILITY STATUS (Neb. Rev. Stat. §4-108-114):** The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within Saline County. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee. If the Contractor is an individual or sole proprietorship, the following applies:
1. The Contractor must complete the United States Citizenship Attestation Form, available on the Nebraska Department of Administrative Services website at www.das.state.ne.us.
 2. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program. The Contractor understands and agrees that lawful presence in the United States is required and the Contractor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. § 4-108.
- J. **INTEREST OF GUMC:** GUMC will abide by the dictates of Section 8.05 of the home Rule Charter. No employee, officer, or member of GUMC shall have a financial interest, direct or indirect, in any lease or contract awarded pursuant to this Request. Any violation of this section with the knowledge of the person or company contracting with GUMC shall render the contract voidable by GUMC.
- K. **LICENSES AND PERMITS:** The respondent must have all necessary permits and licenses.

4. REQUIRED SERVICES

The selected Contractor will be responsible for developing and implementing a media relations campaign to increase GUMC's church membership and expand its ministry. Respondents should present a proposal to include the following:

- A. **RE-BRANDING** - In anticipation of a denomination-wide organizational split of the United Methodist Church in response to LGBT considerations.
- B. **PLANNED MEMBERSHIP** – A *planned "ideal" membership* campaign that strategically targets and markets to persons best suited to be members of GUMC; which also reconciles with a diverse and inclusive *planned giving* campaign.

- C. MULTI-MEDIA – To include a proprietary GUMC slogan; blended logo; “product placement” of GUMC audio/video and print media at local area and regional public and private sector organizations; and networking with broadcast television, radio, print, and designated social media.
- D. MAINTENANCE – A marketing campaign to maintain controlled growth relative to the limitations of the existing GUMC facility.

5. TERM OF ENGAGEMENT

Any contract resulting from this RFQ will become effective upon selection by GUMC. The successful applicant will be notified when the evaluation process is completed. The expected start date is March 1, 2013. Any lease or contract shall run for three years from the date of award.

6. TERMINATION OF CONTRACT

This agreement may be terminated by GUMC with thirty (30) days written notice regardless of reason. Any violation of the agreement shall constitute a breach and default of this agreement. Upon such breach, GUMC shall have the right to immediately terminate the agreement and withhold any further payments. Termination will not relieve the Contractor of any liability to GUMC for damages sustained by virtue of a breach.

7. SUBMITTAL REQUIREMENTS

All costs incurred in preparation of this RFQ will be wholly the responsibility of the Respondent. All copies and contents of the qualification, attachments and explanations thereto submitted in response to this RFQ, except copyrighted material, shall become the property of GUMC regardless of the Respondent selected. Any materials submitted in response to this RFQ will not be returned. Response to this solicitation does not constitute an agreement between the Respondent and GUMC.

8. EVALUATION METHOD

GUMC Executive Committee will review the proposals submitted in response to the Request and form a non-binding consensus rating of all proposals received. A proposal will then be selected by vote of GUMC. GUMC reserves the right to accept or reject any or all proposals in whole or in part.

9. NON-DISCLOSURE AND NON-USE OF CONFIDENTIAL INFORMATION

Recipient will not disclose, publish, or disseminate Confidential Information to anyone other than those of its employees with a need to know, and Recipient agrees to take reasonable precautions to prevent any unauthorized use, disclosure, publication, or dissemination of Confidential Information. Recipient agrees to accept Confidential Information for the sole purpose of evaluation in connection with Recipient's business discussions with GUMC. Recipient agrees not to use Confidential Information otherwise for its own or any third party's benefit without the prior written approval of an authorized representative of GUMC in each instance.

10. EQUITABLE RELIEF

Recipient hereby acknowledges that unauthorized disclosure or use of Confidential Information could cause irreparable harm and significant injury to GUMC that may be difficult to ascertain. In the event of legal action taken by GUMC, Recipient agrees to pay all legal costs incurred by GUMC. Recipient agrees that GUMC will have the right to seek and obtain immediate injunctive relief to enforce obligations under this Agreement in addition to any other rights and remedies it may have.