



The Wyoming Congressional Award Council (WCAC), a statewide non-profit organization in Wyoming, seeks proposals to provide consulting services and various public relations and design services to WCAC. Only proposals from Wyoming companies will be accepted. WCAC would like to receive proposals by December 20, 2021. The selection committee will read the written or electronic proposals, and may hold interviews with finalists as needed to make a decision by January 10, 2022.

WCAC is located in Cheyenne, Wyoming, and serves youth across the entire state. Our mission is to encourage Wyoming youth to a lifetime of community engagement by recognizing their initiative, achievement and service. Wyoming is proud of its commitment to developing the next generation of leaders within the state. The Wyoming Congressional Award Council supports Wyoming's young people who seek to earn The Congressional Award. The Congressional Award is the U.S. Congress' only award earned by non-military youth ages 13.5 - 23. The program is open to all, regardless of grades, current abilities, physical disability, race, religion, or socio-economic status. The only requirement is a willingness to commit to the four program components.

Not only is Wyoming unique in the fact that we are the only state with paid staff to support Wyoming youth working towards the Award, we also award a scholarship to all Gold Medalists. Financial assistance to Gold Medalists who travel to Washington, D.C. for the annual medal ceremony is also unique to Wyoming in non-COVID times. At this time 100% of the funding for administrative and program costs is raised at an annual golf tournament held in Jackson, Wyoming, in August.

Ideally the final contract will be written for a fiscal year (ending September 30, 2022) and will be eligible to renew on an annual basis. The proposal should include the total estimate and an hourly rate. Invoicing should occur on a monthly basis to be payable upon receipt by WCAC.

Listed below are the services we are looking to have included in the proposal:

- Design: provide design services for events and promotional/marketing materials (50%)
 - Annual "theme" design to be used as a basis for the events for the following year
This is just an idea we had that we would like to try and brainstorm on as a team. It is NOT a redesign of the standard look of greater program materials.
 - Annual Medal Ceremony (spring)
 - Program book featuring all medalists for the year (definite)
 - Swag bag inserts, flyers, FB posts or letterhead, etc. as needed

- Annual Golf Tournament (August)
 - Sponsor sheet (will be needed ASAP) with levels and overall info
 - Dinner program
 - Other various handouts and print materials for tournament
 - FB posts or letterhead, etc. as needed
- Social Media: develop effective strategies and a social media plan that appeals to our target audience and that will expand our reach beyond FB/Instagram followers, develop more professional posts as needed and coach WCAC on regular posts needed (15%)
 - For example, Medalist Highlights and deadlines for program books should have a professional look and require design work, and general posts such as calls for volunteers, closed for holidays, and on-the-fly posts will be completed by the Executive Director as needed.
 - Facebook: <https://www.facebook.com/wyocongressionalaward/>
 - Instagram: <https://www.instagram.com/wyocongressionalaward/>
- Website Updates: refresh of the current website (wcac.us) (15%)
 - Streamline to make it more user friendly
 - Align with the national Congressional Award website (congressionalaward.org) to avoid duplication and frequent updates
 - Continue to do major work to the website as needed throughout the year. For example, event changes, changes to board of directors profiles, etc.
 - Coach Executive Director on “how to” for minor updates as needed in house
- Photography and videography: take photos and create videos when needed (15%)
If photography is not in the wheelhouse of the company, WCAC will contract separately as needed.
 - Annual Medal Ceremony (spring)
 - Photos of the event, including individual medalists, large groups by medal class, and candid if/when there is a meet and greet prior to ceremony (for example <https://team65575.wixsite.com/wyoming-state-meda-2>)
 - Annual Golf Tournament (tentative)
 - 2021 was the first year that we found a photographer in Jackson to shoot our event. The pros of this arrangement were that we did not have to pay travel, lodging or meals for the photographer. The con of this arrangement was that the photographer was new and there had to be a lot of coaching for what kind of shots we needed and she was less independent at the event.
 - In the time that the current staff has been employed at WCAC, we have not had a video; however, we definitely NEED a video that we can use for presentations, the golf tournament dinner and other events.
- Media Outreach: create press releases, media advisories and arranging interviews as needed (5%)

For more information on the RFP and/or to submit your proposal, contact Sarah Compton, Executive Director, via email at sarah@wcac.us or via phone at (307) 514-2004. Mailing address: 314 E. 21st Street, Cheyenne, WY 82001.