



CALIFORNIA
ASSOCIATION
OF REALTORS®

Request for Proposal

www.car.org

December 7, 2020

Executive Office:
525 South Virgil Ave.
Los Angeles, CA 90020
213.739.8200

The purpose of the CALIFORNIA ASSOCIATION OF REALTORS® is to serve its membership in developing and promoting programs and services that will enhance the members' freedom and ability to conduct their individual businesses successfully with integrity and competency, and through collective action, to promote real property ownership and the preservation of real property rights.

The California Association of REALTORS® (C.A.R.), roughly 200,000-member trade association, seeks a firm for a 12-month project to develop strategic member education campaigns that supports its' Government Affairs objectives and increases the understanding and engagement of REALTOR® members. These education campaigns include digital, print and electronic communication.

Each proposal should contain a statement outlining the proposed scope of work, history of political education campaigns and graphics in a trade association environment, one to three references from previous projects, and a proposed fee structure for the period. Additionally, all proposals must include an outline for the campaign that encompasses all of 2021, as well as proposed costs.

Proposals must be received no later than 5:00 p.m. on Monday, January 4, 2021.

All proposals should be addressed to:

Julissa Gomez
California Association of REALTORS®
525 South Virgil Ave.
Los Angeles, CA 90020
julissag@car.org

E-mailed proposals would be greatly appreciated. Proposals received after the deadline will not be considered. All products submitted to C.A.R. in qualifying for this project will remain in strict confidence,

Finalists will be chosen based on the consultant's qualifications and experience, proposed course of action for achieving the campaign objectives, and cost.

The following specific activities constitute the work to be completed:

Development of Government Affairs Team brand and tagline for the annual campaign.

Communication plan that informs REALTORS® of the value of the Government Affairs Work, this includes mail and direct electronic messaging.

A targeted digital advocacy program that encourages participation in legislative activities

Create and implement micro-educational and mobilization campaigns for our members based on C.A.R.'s legislative priorities

Training videos for volunteer advocates on issues and governmental affairs

Identifies REALTOR stories for engagement and promotion

Also please include:

- ◆ Details of your experience with campaign design in a trade association environment.
- ◆ A list of current, active clients, and a brief description of work performed for them.
- ◆ A description of you and/or your firm's experience and capabilities in materials design and production. A summary of fees, charges and hourly rates for each individual you propose to work on the account.
- ◆ A proposed budget and timeline.
- ◆ Names, addresses and phone numbers of one to three of your current clients.