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REQUEST FOR PROPOSAL

Part-Time Marketing & Communications Contractor | St. Louis

RFP issued	**November 9, 2026**
Proposal deadline	November 30, 2026
Anticipated engagement	Approximately 15–20 hours per week; start date and term to be confirmed

1. Opportunity Overview

Proposals are invited from qualified independent marketing and communications contractors to provide hands-on support for development and fundraising activities. The engagement will primarily serve the St. Louis chapter, with support for other chapter markets as assigned. The work is execution-focused and will be performed within established marketing, communications, brand, and development strategies; the contractor will not independently establish organizational or chapter strategy.

2. Scope of Services

Fundraising and Donor Communications

- Draft, edit, format, and coordinate annual appeals, donor communications, newsletters, e-newsletters, stewardship pieces, and sponsorship materials.
- Prepare targeted and segmented communications for donors and prospects; adapt approved messaging for chapter audiences.
- Translate program information, patient stories, outcomes, and impact into compelling donor-facing content in coordination with appropriate staff.
- Help develop presentations, talking points, mission moments, and materials for donor, committee, board, and community audiences.

Marketing and Digital Communications

- Create and coordinate content for social media, email, web, video, and other digital channels, including cross-chapter requests as assigned.
- Produce simple branded graphics, flyers, invitations, sponsorship materials, and promotional pieces using approved templates.
- Assist with capturing, editing, organizing, and maintaining photography, video, and digital assets.
- Maintain marketing calendars, project timelines, and deadlines; track basic metrics and coordinate requests with the central communications function.

Event Marketing and Communications

- Support communications for signature fundraising events, third-party events, donor cultivation, and related initiatives.

- Develop invitations, registration promotions, sponsor recognition, social posts, attendee messaging, signage, photography, and post-event communications.
- Coordinate assigned event deadlines, requests, approvals, and deliverables; ensure sponsor benefits are accurately represented.
- Assist with event registration setup, auction item entry, and event-related reporting when assigned.

Media, Community Awareness, and Coordination

- Draft community announcements and other external communications; maintain media and community contact information and coordinate directed outreach.
- Identify local visibility, partnership, and mission-storytelling opportunities and support local media requests.
- Collaborate with development, communications, programs, and event teams; maintain orderly content libraries and working files.

3. Work Arrangement and Expectations

- Estimated effort: 15–20 hours weekly, with scheduling agreed upon based on priorities and event calendars.
- Hybrid engagement requiring regular in-person presence in St. Louis; additional on-site attendance for events, meetings, and content development may be necessary.
- Some evening and occasional weekend availability, plus local travel throughout the St. Louis metropolitan area, may be required.
- Contractor should be able to transport event materials up to 40 pounds, with reasonable accommodations as applicable, and have reliable local transportation.
- All externally distributed content and materials are subject to applicable review, approval, brand, confidentiality, and content-use requirements.

4. Preferred Contractor Qualifications

- Demonstrated marketing, communications, public relations, journalism, or digital-media experience; approximately 1–2 years of relevant experience preferred.
- Strong writing, editing, proofreading, organizational, and interpersonal communication skills.
- Experience creating social media and digital content and using design tools such as Canva, InDesign, or comparable video/design applications.
- Familiarity with email marketing platforms (such as Constant Contact), donor databases (such as DonorPerfect), and Microsoft Office tools is beneficial.
- Ability to manage several assignments and deadlines, execute approved projects independently, and seek direction or approval when needed.
- Nonprofit, fundraising-event, volunteer, sponsorship, or community-partnership experience preferred. A related bachelor's degree is preferred, not required.

5. Proposal Submission Requirements

Interested contractors should submit a concise proposal containing:

- Brief overview of relevant experience and services offered, including nonprofit or fundraising experience.
- Two to four relevant writing, design, digital, or event-marketing work samples (links are acceptable).
- Proposed approach to prioritizing requests, coordinating approvals, and managing deadlines across multiple stakeholders.
- Availability for approximately 15–20 hours weekly, anticipated start date, and ability to meet St. Louis on-site and event needs.
- Proposed hourly rate or fee structure, anticipated expenses, and any minimum engagement or billing terms.
- Two professional references.

6. Selection Considerations

Proposals may be reviewed for demonstrated fit with the scope, quality of relevant work, writing and design capability, experience with fundraising communications, responsiveness and collaboration, St. Louis availability, and overall value. Shortlisted respondents may be invited to a discussion or asked to clarify their proposal. No award is guaranteed by issuance of this RFP.

7. Submission Instructions and Timeline

Submit proposals to	Linda Boyland, VP of Chapter Development lboyland@worldpediatrics.org
Proposal due	November 30, 2026
Anticipated decision / start	Mid-December 2026

Please use the subject line: "Marketing & Communications Contractor Proposal – St. Louis." Proposals should be submitted as a PDF or Word document with links or attachments for work samples.

8. Engagement Terms

Any selection will be subject to a mutually executed independent contractor agreement defining the final scope, fees, term, deliverables, payment terms, confidentiality, intellectual property, and other applicable requirements. The estimated weekly hours do not guarantee a minimum volume of work. This RFP is an invitation to submit proposals and does not constitute an offer of employment or a commitment to contract.