

**NJ Department of Human Services  
Council on Developmental Disabilities**

**Request for Proposals – Initiated March 26, 2008  
Public Awareness Campaign Services**

**PROGRAM**                      New Jersey Council on Developmental Disabilities [*The Council*]  
Public Awareness Component of FY-08 State Plan

**PURPOSE**

The New Jersey Council on Developmental Disabilities is announcing the availability of funds for an 18 month public awareness campaign to promote the inclusion of people with developmental disabilities in all facets of their communities. It is expected that this campaign will begin October 1, 2008 though there will necessarily be planning and development activity prior to that date.

The Council is seeking creative ways to introduce people with developmental disabilities in all their diversity to the general public. The overarching goal of the envisioned campaign is to present people with developmental disabilities as diverse and individually multi-faceted, with the same hopes, fears and aspirations as their neighbors without disabilities.

Too often people with developmental disabilities are subject to misperception and misunderstanding by a general public whose experience with, and awareness of, them is limited. Positive images of people with developmental disabilities may show them as being “special” because of accomplishments/assets *despite* their disability. They may portray them only as strange or dangerous because of their disability. These stereotypical approaches are still prevalent, and ignore the fact that people with developmental disabilities are a natural part of our society in a wide range of ways.

As a major part of this effort, the Council seeks to develop the capacity to track and identify images circulated in the media and popular culture that undermine the goals stated above. As those incidents are targeted a response with clarified, accurate information about people with developmental disabilities would be distributed to the same audience. This rapid response capacity would help to mitigate the negative impact of these skewed portrayals on the public’s understanding of who people with developmental disabilities really are.

**SCOPE OF WORK**

Details of the scope of work are available in the full RFP Package. The proposal is comprised of three parts:

1. a general campaign using traditional and non-traditional social marketing strategies;
2. an evaluation component for the purpose of measuring the effectiveness of the campaign in raising public awareness and perceptions; and
3. the development of an ongoing media and public perception rapid response campaign.

**NOTE:** Vendors may submit proposals on individual components or on the entire package.

**FUNDS:** Annualized funding available is \$120,000. Billing will be hourly and per-program component, not as a percentage of placement costs. Applicants will be expected to estimate the levels of their anticipated activity in the proposal and provide a per activity or per hour amount in their final cost.

The allocated funds must also cover the Council's portion of any advertisement or publicity production, placement, and execution. Partnerships with sources of support from the private sector are welcome as necessary supplements to the Council's available funds.

The Council reserves the right to cancel or modify any RFP process or to delay or cancel any awarding of an agreement if it is in the best interest of the Council to do so.

### **WHO IS ELIGIBLE TO APPLY**

Private for-profit corporations, non-profit organizations, or legally chartered partnerships are eligible to apply. Applicants must be in a form of legal entity (such as LLC, corporation, etc.).

Applicants with corporate offices located in New Jersey will be given preference.

**NOTE:** Applicants who are listed with the NJ Department of Treasury, Purchase and Property, as State Vendors still must complete the NJCDD RFP application and meet all deadlines and criteria in order to compete for this funding.

### **QUALIFICATIONS OF APPLICANTS**

Applicants must have demonstrated experience in social marketing and in building collaborative public-private public awareness efforts. The following qualifications will generate additional interest in the applicant.

- a. applicants with experience and expertise in attaining public-private partnerships, *and/or*
- b. applicants with specific expertise in designing public awareness efforts relative to disabilities and disability-related issues, *and/or*
- c. applicants who have been successful in generating private sector support funding for public service projects.

### **OBTAINING THE REQUEST FOR PROPOSALS**

The Council has posted the RFP for this campaign on its WEB site at [www.njcdd.org](http://www.njcdd.org) and is distributing it to known vendors. Anyone interested in receiving a copy of the RFP or anyone who has questions about this campaign should contact the Council at 609.292.3745; NJCDD PO Box 700, Trenton, NJ 08625-0700. When contacting the Council offices make clear that you are calling about the **Public Awareness Campaign**. Completed proposals will be due June 16, 2008.

Materials are available in a variety of accessible formats upon request.

## **SUBMITTING YOUR REQUEST**

### **Mail your request for an RFP Package to:**

Public Awareness Campaign Services  
c/o Norman Reim  
NJ Developmental Disabilities Council  
P.O. Box 700  
Trenton, NJ 08625-0700

### **DUE DATE**

APPLICATIONS ARE DUE BY 4:00 PM,

**June 16, 2008**

**NO EXCEPTIONS.**

**DATE OF AWARD** - It is anticipated that an award will be announced on or before August 1, 2008. A contract will be initiated at that time and projects should be able to begin no later than October 1, 2008, with consideration for pre-campaign planning to be made in the agreement with the winning proposal..

**QUESTIONS/TECHNICAL ASSISTANCE** - Norman Reim: (609)-633-8280.