

### **The Colorado Foreclosure Hotline Public Awareness and Marketing Campaign**

The Colorado Foreclosure Hotline is seeking applications from marketing firms for the development and implementation of a public awareness and marketing campaign that will begin Oct. 22, 2012 and span eight to twelve months.

**DEADLINE for response has been EXTENDED to Sept. 28, 2012.**

Applicants must submit one (1) original and four (4) copies of their application to:  
Brothers Redevelopment/Colorado Foreclosure Hotline  
Resource and Information Marketing Campaign  
2250 Eaton Street, Garden Level  
Denver, CO 80214

**Applications must be hand delivered by 4:30pm MDT or post marked on or before Sept. 28, 2012. Late submission will not be considered.**

#### **Introduction:**

The Colorado Foreclosure Hotline is seeking applications from experienced marketing firms to execute a successful public awareness and marketing campaign for the Colorado Foreclosure Hotline. The campaign is expected to span eight to twelve months with a maximum budget of \$200,000 inclusive of all fees and costs. An advisory committee consisting of representatives from the Office of the Colorado Attorney General, Colorado Housing Finance Authority and Brothers Redevelopment will assist in the review and selection process.

#### **History of the Colorado Foreclosure Hotline**

In 2006, Brothers Redevelopment, a 501(c)3 HUD-approved housing counseling agency, established and launched the Colorado Foreclosure Hotline on behalf of the Colorado Division of Housing. The Hotline was created to serve as a central point for connecting homeowners in danger of foreclosure to a HUD-approved housing counseling agency in their community. The Hotline is comprised of 26 independently-operating HUD-approved housing counseling agencies, networked together by the toll-free number (877-601-HOPE). Although the agencies are independent, the counseling service standards among the network is set by the Department of Housing and Urban Development and the National Industry Standards for Homeownership and Education Counseling.

Over the past six years the Hotline has received more than 160,000 calls from Coloradans reaching out for help. The Hotline's network of agencies has provided almost 40,000 of those callers with one-on-one foreclosure-prevention counseling. On average, the Hotline currently receives 1,400 calls a month. The Hotline also collects zip code data that can be mined to pinpoint specific areas of high call volume when needed.

In the past, call volume to the Hotline has been driven by a variety of marketing and outreach approaches. At the launch of the Hotline, Public Service Announcements (PSAs) have been purchased through the Colorado Broadcasters Association and

leveraged to get complete marketing coverage across Colorado. Local media news outlets also have been utilized for free resource promotion through interviews and call-in shows whenever possible. Additional marketing approaches that have been implemented include: Town Hall outreach events, direct mailings, Rocky Mountain PBS awareness campaigns and phone-a-thons, billboards, public transit advertisements, and even legislative promotions. Currently the active marketing efforts on behalf of the Hotline are: Google ads, PSAs (radio and television), direct mailings, and statute-required foreclosure postings that inform the homeowner of the Hotline contact information.

This request for proposal is being issued with the overall goal to drive homeowners to the Hotline as the state's best foreclosure-prevention resource. The campaign also must be designed to stimulate an active response from a new audience, those homeowners who haven't or are not reaching out for help.

### **Scope of Work:**

The retained firm will develop, refine and implement the following scope of work:

### **Strategic plan, vehicles and audience**

Identify specific and measurable campaign objectives; strategies to reach those objectives; and vehicles to utilize beyond what is currently being used. Determine target audiences and best methods and mediums to reach them, with particular focus on metro Denver, mountain communities, Western Slope, southwest, northern and southern Front Range. Describe the primary program elements.

### **Messaging**

Recommend key messages. How will the messages be designed to reach the target audiences, prompt them to call the hotline and take advantage of the resources provided by the housing counseling partner agencies?

### **Implementation Strategy**

Define the firm's implementation strategy including action plans, step-by-step timelines, budget and schedules for collateral development and media advertising buys. What will the campaign launch look like? How will the program be rolled out?

### **Monitoring and Evaluation**

Define key measures of success. How will key elements of the campaign be monitored and evaluated? How will the success of reaching targeted audiences be monitored and evaluated? How will corrective actions be taken to improve results?

### **Reporting**

What reporting mechanisms will be used to keep the Foreclosure Hotline and the advisory committee informed of process, progress, implementation and results?

### **Please provide the following information:**

- Overview of firm; include organizational size and structure
- Profiles of key representatives who would directly serve account
- Describe your firm's experience in marketing development and implementation on behalf of a nonprofit and/or on public-awareness campaigns. Include campaign

design plans, collateral material development and reporting materials from past experiences.

- Point of contact for firm during the RFP process including name phone and email
- Please provide your assessment of the time required and estimated timeline to fulfill the scope of work as has been described.
- Client references related to public-awareness campaigns including company name, primary contact, and client information, size and scope, nature or description of the campaign.
- Brief case histories that illustrate success identifying the problem, needed actions and results.
- Provide a list of current clients and notation, if any, on those clients that could present a potential conflict of interest.
- Total project budget utilizing \$200,000, which will include scope of work, execution expenses as recommended and firm's costs and fees.

**All proposals will be evaluated on:**

- Demonstrated understanding of the Colorado Foreclosure Hotline and Brothers Redevelopment.
- Understanding of and ability to meet our goals and objectives.
- Firm and personnel qualifications and experience with weight given to experience of account team.
- Ability of proposal to be executed successfully within time and budget limits.

**Contractor Selection Process and Timeline:**

- Candidate selection date is Oct. 2, 2012.
- The advisory committee will select a handful of candidates to present and be interviewed before a final decision is made on who will receive the contract award.
- Candidate presentations and interviews will take place between Oct. 3 and 4, 2012.
- Final decision and award announcement is expected on Oct. 12, 2012.
- Contract negotiation will take place within the date of award announcement and the campaign launch.
- Campaign contractor is expected to start work on the campaign on Oct. 22, 2012.