Request for Proposals

Instructions:

Mach 30 is soliciting proposals in response to the statement of work (SOW) below. if you wish to submit a response to this request please email your proposal to gmm@mach30.org. Your proposal should include a narrative describing your response to each SOW paragraph, pricing information, and a resume or curriculum vitae.

Anticipated Schedule:

(15 Apr) Statement of work/Request for Proposals released
(30 Apr) Question & Answer period closes
(15 May) Proposal Responses Due by 11:59pm
(25 May) Evaluations complete
(01 Jun) Contract Marketing effort begins

Notes:

- Anticipate a notional 3 month period of performance.
- You may propose to work on all or part of the tasks that you feel capable of completing, as described below. However, in your response please address each section in the statement of work (SOW) and indicate if it is part of your proposal, or not.
- Make sure that your proposal submission can be opened on a computer system without Microsoft Office products.
- Questions about any part of this SOW or RFP, can be sent to gmm@mach30.org per the Q&A schedule above. Answers will be amended to the end of this SOW.
- This RFP and SOW by themselves do not commit Mach 30 to purchase any services. Additional negotiation and official contract signatures will be required.
- The sample pricing structures in the details below are just two different ways to respond. You may adapt either of these to fit your proposal.

Response Details:

NARRATIVE SECTION:
Please describe your proposal for accomplishing the tasks in each numbered SOW paragraph.

SAMPLE_1 PRICING STRUCTURE:
SOW Paragraph I.   - $___ (one time charge - maximum X hours review)
SOW Paragraph II.   -   No response
SOW Paragraphs III-VII.   - $___ (monthly recurring charge)

SAMPLE_2 PRICING STRUCTURE:
SOW Paragraphs I-VII.   - $___ (flat-rate one time charge, XX hr/week)

MACH 30
Foundation for
Space Development

Statement of Work

Introduction:

Mach 30 is a 501(c)(3) non-profit organization incorporated in Ohio. Our board and volunteers are dedicated to advancing humanity into a space-faring civilization through the use of open source principles, sustainable leadership, and a bias towards mature technology. In order to grow the Mach 30 community, we require marketing and communications support. That work will help us promote the Mach 30 organization, specific hardware projects, and upcoming events which are all working towards creating safe, routine, reliable access to space.

For the past 2 years, most of the marketing and communications jobs have fallen to the engineers. Because we focus on sustainable leadership, Mach 30 knows that it is important to use our resources efficiently and effectively. Consequently, we are looking for someone else to take the lead of Mach 30's marketing and communications activity.

Background:

This Statement of Work (SOW) covers two very specific short term needs: finalizing the Strategic Communications and Marketing Plan (SC&MP), and conducting marketing for the "Apogee 2" event. There are other marketing and communications activities going on at Mach 30, but they are specifically excluded from this SOW.

This year Mach 30 will be using an event planner to manage the specific Apogee 2 event logistics, so this SOW complements the event planning. As of the writing of this statement of work, the date of Apogee 2 is TBD, but expected to occur sometime during Summer of 2015. For additional background on the Apogee event, please review the information that Mach 30 put together last year:
http://mach30.org/apogee-i/
http://mach30.org/wp-content/uploads/2014/05/Apogee-public-schedule.pdf
https://www.facebook.com/Mach30/posts/815499411794645
https://www.youtube.com/watch?v=LwGV6r5N_OM

Description of Work:

I. Review, edit, and revise the 2015 Strategic Communications and Marketing Plan:

1. You will be required to work independently and as part of a team.
2. Review the Mach 30 Strategic Communications and Marketing Plan (SC&MP).
3. Provide recommendations for tactics and deliverables to support the implementation.
4. Discuss changes with board members and make edits to the document accordingly.

II. Implement the online and social media promotional campaigns, content, schedules for Mach 30's upcoming "Apogee 2" event (date TBD):

1. You will be required to work independently and as part of a team.
2. Adhere to templates and style guides. (Dropbox\Mach 30\Outreach Bus\Marketing Materials)

3. Design and manage social media campaigns and post regularly from now until 30 days after the event, to engage target audiences listed in Appendix A. Increase the number of followers and event attendance.
    a. Facebook: Post at least twice per week. Appropriately increase this posting rate as the event gets closer. Follow up with other's posted comments.
    b. Google+: Post at least twice per week. Appropriately increase this posting rate as the event gets closer. Follow up with other's posted comments.
    c. Twitter: Tweet at least once per day on Twitter. Appropriately Increase this rate the event gets closer. Follow up with other's retweets and replies.
    d. YouTube: Follow up with other's posted comments.
4. Assist Mach 30 board and volunteers with writing, formatting, editing, and posting of online content for all target audiences.
    a. Independently manage the schedule and publish approved blog content, on average, once per week and as needed for effective event promotion.
    b. Regularly remind Mach 30 members & volunteers to write their own content for blog posts with sufficient lead time to publish on schedule.
    c. Augment the Mach 30 produced content with your own posts.
5. Resurrect the existing MailChimp newsletter: The Launchpad with content related to the upcoming Apogee 2 Event.
6. Provide weekly suggestions of both content and topics for Mach 30 to post on the Website, http://Mach30.org, to compliment the other online social media feeds.
7. Send the event information to all local makerspaces and have them push to their mailing lists.

III. Identify and contact influence agents in Mach 30 target audiences to generate interest in Apogee 2 event and the Mach 30 organization:
1. Using the table in Appendix A, reach out to at least 5 new contacts per week, including some in each category.
2. Share information about Apogee 2 and try to gain commitments to help promote Mach 30, and attend the event (over a series of email, phone, social media and in-person contacts).
3. Follow up with any promising leads, and coordinate with the Mach 30 POC when necessary on the most promising contacts.
4. Identify more names/organizations that fall into these specific categories, and add these suggestions to the table in Appendix A.

IV. Develop both content and format/layout for the event programs, fliers, and handouts.
1. You will be required to work independently and as part of a team with the help of the Mach 30 members and the Apogee 2 event planner.
2. Expect to produce 3 different versions (sizes and configurations) of the flyer/handout for various uses and audiences.

V. Assist Mach 30 board members with the development of monetization strategies
(How can we leverage our activities related to Apogee 2, to bring in revenue?)
1. Jointly brainstorm, evaluate, and select strategies.
2. Implement the tactical plan for the agreed upon strategies.
3. Clinch event sponsorships totalling$3000 or more by two weeks prior to the event:

a. In conjunction with the event planning team, search for and identify organizations who may potentially sponsor the event.
b. Engage with the appropriate contacts at these organizations.
c. With help from the Mach 30 board, close the deal for sponsorships.

VI. Act as the media point of contact for questions about the organization and in press releases.
1. Research appropriate press outlets (print, TV, and radio) and contacts to educate them about Mach 30 and the Apogee 2 event.
2. Field questions from media, and either answer them, or direct to the Mach 30 POC to answer them.

VII. Provide weekly progress reports and maintain regular communication with the Mach 30 Board of Directors (through the primary POC: Greg Moran).

Desired Skills:
- Work well independently and as part of a team
- Good written and verbal communication skills with a fluent grasp of English language and grammar
- Ability to pick up on the "voice" or "personality" of the organization's writers and mirror that in your own writing.
- Knowledge of Social Media platforms and experience leveraging each of their nuances
- Ability to write concise, engaging, and informative messaging
- Understanding of and interest in space exploration, open source, making, and related topics

Appendix A: Mach 30's Target Audience

Over the past year, Mach 30 has identified three target demographic groups or "circles." Those groups are named: Makers, Open Source Hardware community, and Space Enthusiasts. We know that there is a natural overlap between each of these circles, but for the purposes of our market analysis, we've intentionally separated out the characteristics that are unique to each circle.

- Makers - This groups is easy to identify through their membership at hackerspaces and makerspaces. Also they typically attend Maker faires and read Make: Magazine. This demographic tends to enjoy building kits and following step-by-step instructions for hands on projects appropriate for novices. They are driven by the desire to build "awesome" things and to share the results of what they have accomplished (but not necessarily how they accomplished it). Online resources include web sites like Instructables, Thinkiverse, make: Magazine, etc.

- Open Source Hardware community - This group is in to documenting, analysis, licensing, and sharing of physical projects (not necessarily related to spaceflight) as openly as possible. These projects tend to be larger in scope, and require more specialized skills to participate. Driven by the ideals of open source design as applied to hardware, this community is interested in any work that promotes or further develops the state of the art in open source hardware. Online resources include web sites like SourceForge and OpenDesignEngine.

- Space Enthusiasts - This group may not necessarily have an engineering or technical background. They are driven by the dream of spaceflight, space policy, and possibly the technical details required for spaceflight. This circle would include SciFi enthusiasts, star gazers, and "orphans of Apollo" as well as almost every Aerospace and Astronautical engineer. Online resources include NASA, SpaceX, and many other NewSpace companies.

Table 1 - Brainstorming list of individuals or groups that would be predisposed to "get" the Mach 30 message if approached about forming a connection/relationship of some kind.

Celebrities with Space Cred	Space Exploration	Open Source Hardware	Makerspace/DIY

● Wil Wheaton
● Stephen Colbert
● Cory Doctorow
● Randall Munroe - XKCD
● Destin, Smarter Every Day
● Vsauce "Interstellar", Vsauce "born in space" @tweetsauce
● Veritasium "gravity in space"
● @JoePalca (NPR's series "Joe's big idea")
	● Portland State Aerospace Society. https://twitter.com/pdx aerospace
	● Prof. Chris Welch
	● Neil DeGrasse Tyson
	● Chris Hadfield
	● @FraiserCaine
	● @JeffFoust
	● @DIYspaceEx
	● @universetoday
		● Adafruit Industries (More appropriate in Makerspace category?)
		● Lady Ada?
		● Becky Stern?
		● Alicia Gibb
		● Amanda Wozniak
		● Arduino Founders personal accounts?
		● BeagleBoard.org (make the beagle bone black)
			● Make Magazine
			● Phillip Torrone
			● Adam Savage
			● Grant Imahara
			● Local Makerspaces:
			  ● Nova Labs
			  ● HacDC
			  ● Catylator Club
			  ● Gaithersburg
			  ● Etc.
			● TechShop, Crystal city
			● Radio Shack

Questions and Answers (15-30 April 2015):

Q:
A:

Q:
A: