



Cal-FURS State-Wide Marketing Campaign Request for Proposals 2025

Project Summary

Section 1: Overview

Sacramento Children's Home is seeking proposals from qualified marketing and creative consultant vendors to develop messaging and creative concepts and execute a state-wide marketing campaign in California. The vendor will preferably have experience working with non-profits and/or awareness and experience running a campaign of this nature. The vendor will work with representatives of Sacramento Children's Home/California Department of Social Services (CDSS) to develop a comprehensive marketing and outreach campaign that reaches a wide and broad audience designed to increase visibility and stimulate access to services.

Sacramento Children's Home Organizational Information

Sacramento Children's Home, Inc. (SCH) is Sacramento County's oldest private 501(c)(3) not-for-profit organization dedicated to serving children and families at risk. All service operations provided by SCH have been accredited by the Council on Accreditation.

Originally founded as an orphanage in 1867, SCH has changed with the times and the needs of the community. Today, the SCH programs throughout Sacramento County provide diverse services for children and their families, all designed toward our mission of, "Opening doors to the future by maximizing the potential of children and families."

To fulfill that mission, SCH provides a broad range of resources for families including Family Support Services through three Family Resource Centers as well as two Crisis Nurseries; STRTP Residential Treatment/Wraparound Program; Educational Services; and Mental Health Clinical Services.

Cal-FURS Program Information

The California Family Urgent Response System, or "Cal-FURS," is a statewide urgent response hotline to provide 24/7 support service for current and former foster youth up to the age of 21 and their caregivers living throughout California. Foster youth throughout California and their caregivers can call and get immediate help for any big or small issues they may be having, 24/7, 365 days a year from caring and trained professionals from the Sacramento-based call center. Callers may also receive in-person support from mobile response teams located in each county.

The Cal-FURS hotline is accessible via phone or text at 1-833-939-FURS (3877). The website, <https://cal-furs.org>, also offers an online chat option, and the Cal-FURS team can connect youth and families with local professionals in their area that can provide in-person support at homes, schools, and community locations.

In addition to immediate support, callers will receive referrals to identify long-term, valuable services—referrals to mental health services, counseling, youth programs, community-based programs, Family Resource Centers, and more. The Cal-FURS Program aims to:

1. Provide current and former foster youth and their caregivers with immediate, trauma-informed support when they need it.
2. Prevent placement moves.
3. Preserve the relationship between the child or youth and their caregiver.
4. Provide a trauma-informed alternative for families who previously resorted to calling 911 or law enforcement.
5. Reduce hospitalizations, law enforcement contacts, and placement in out-of-home facilities.
6. Promote healing as a family.
7. Improve retention of current foster caregivers.
8. Promote stability for youth in foster care, including youth in extended foster care.

Section 2: Project Goals

Sacramento Children's Home/Cal-FURS is conducting a marketing campaign in Fiscal Years 2025/2026 and 2026/2027. The intent is to:

- Increase familiarity and knowledge of the Cal-FURS program for eligible youth and caregivers
- Increase calls, texts and live chats into the state-wide hotline
- Identify successful strategies to reach eligible youth and caregivers.

Section 3: Project Scope

The intent of the campaign is to reach eligible youth and caregivers. We defer to the expertise of the selected vendor to determine the best means to achieve that objective. The campaign may be made up of TV, Radio, social media, and other suggested media platforms to reach a broad-based audience. Our goal is to make maximum impact utilizing the identified budget. The campaign should showcase Cal-FURS and its services to increase knowledge of the program and its services & thereby increase utilization of services.

The selected vendor shall utilize currently established key messaging in the approved plan. The vendor shall engage and collaborate with key stakeholders throughout the planning and implementation process and receive final approval for all aspects of the project.

- We are seeking proposals from marketing, advertising and creative agencies that focus on non-profits & social services.
- Our campaign will cover the State of California.
- RFPs should consider all available media, including print, broadcast and digital advertising.
- The campaign will provide background support to SCH/Cal-FURS via new and creative materials, printed or electronic, modern videos, and other branded materials.
- Campaign budget is \$300K - \$450K over two fiscal years.

- Assets that are easily transferable, particularly those that can be used by various stakeholders on social media.
- Campaign scope could include:
 - Graphic design: identifying a look and feel for the campaign. Campaign theme that is designed to generate interest & exposure to the Cal-FURS program.
 - Copy writing
 - Digital and social media specific graphics that can be used across various platforms.
 - PR announcements
 - Utilization of existing video production

Section 4: Campaign Target Audience

- Current and former foster youth under the age of 21 and their caregivers
- Governmental agencies

Section 5: Campaign Evaluation and Attribution

- Proposals must include suggested metrics to evaluate response.
- Quarterly updates to the campaign committee with tracking key metrics from each channel such as engagement, impressions, reach, shares, conversions, etc.

Section 5: Proposal Requirements

With the goal of helping to focus your presentation, we ask that you include the following items in the proposal: All written proposals should include the following:

Agency Information:

- A history of the vendor, including length of time in existence, experience working with nonprofit organizations, experience with raising awareness for organizations, and any other relevant experience.
- Corporate overview: Including the number of full-time employees, number of contract employees, office location(s), and date founded.
- Primary markets served.
- Knowledge of and experience with California markets is necessary.
- Marketing services you offer as an agency and marketing services that you currently sub-contract.
 - Is work done “in-house” versus contracted out to another firm.
- Any recent awards (if relevant).
- Identify areas of unique expertise.

Proposed Project Overview & Budget:

- A proposed “solution” to the challenge. How would you help us achieve our goal?
- A detailed list of possible services the vendor is proposing providing.
- Proposed impact of the project.
- A proposed project budget that includes a list of costs of services and how we can achieve the greatest reach for our budget.
- A proposed timeline for the project.

- The ability to plan for a creative/kickoff meeting in early February 2026 is required.

References & Other Details:

- A minimum of 2 relevant samples of work or references to past nonprofit clients.
- Minimum of 3 reference customers.

6: Program or Project Schedule

Below is the schedule of our current timeline. It is subject to change.

RFP Project Milestones	Deadline
RFP Delivered to Agencies	5pm PST 11/14/25
RFP Question Period Ends (submit to RFP@kidshome.org)	5pm PST 12/1/25
Answers Provided to Questions Received	5pm PST 12/5/25
RFP Close Date (RFP must be submitted no later than this date)	5pm PST 1/5/26
Proposal Review / Interviews (virtual or in person)	1/12/26 – 1/23/26
Award Project to Agency	Week of 1/26/26

Section 7: Terms and Conditions

This is an invitation for a proposal only. Sacramento Children’s Home and Cal-FURS shall not be obligated to any vendor until a written agreement has been executed.

Neither Sacramento Children’s Home nor Cal-FURS shall be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility for the end-to-end process. Vendors must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

Sacramento Children’s Home/Cal-FURS may issue addenda during the proposal period. All addenda will become part of the RFP and responses must be submitted with the proposal. It is the responsibility of the vendor to include responses to the issued addenda.

Section 8: Communication and Submittal

All communications as well as RFP submittal should be done through RFP@kidshome.org.