

Early Years, Inc.
Request for Proposal (RFP)
Development and Strategic Communications Support



Mailing Address

PO Box 901
Chapel Hill, NC 27514

Orange County Office

p. 919-967-3272
f. 919-967-7683

Durham County Office

p. 919-403-6950
f. 919-403-6959

Description of Work

A. Introduction

Early Years, Inc. is seeking proposals for development and strategic communications support.

Early Years invites vendors having expertise in development and strategic communications support to submit proposals. The firm should be capable of providing Early Years with a focused, high-impact development and communications support to position Early Years for sustainable revenue expansion in its next era of growth.

Agency Background:

Early Years, Inc.'s mission is to lead efforts to strengthen accessible and affordable quality early care and education by supporting families, communities and the workforce. Early Years provides local, state and national services, all intended to ensure that all children receive the high-quality early care and education that is so important for their development. Volumes of research demonstrate the importance of high-quality early care and education; in fact, study after study has shown that high quality early care and education has lifelong social, academic, financial and emotional effects for children, most especially for children of color.

For the fiscal year ending June 30th, 2025, Early Years had total program expenditures of \$38,889,892, general and administrative expenditures of \$2,664,909 and total fundraising expenditures of \$104,015. Nearly 75% of total public support and revenues were from Federal and State sources.

B. Scope of Work / Objective / Requirements

The deliverables as required by Early Years are as follows:

1. Marketing and Communications Development
 - Case for support
 - Elevator pitches for Board and Leadership
 - Marketing Collateral
2. FY26-27 Development Roadmap
 - Comprehensive roadmap to include individual giving, institutional giving, campaign planning and metrics and milestones.

- Execution plan for the Development and Communications team at Early Years
3. Institutional Funding Concepts, including framing narrative and theory of change, objectives, outcomes, and budget outline, and fit analysis with 2-3 potential or corporate funders.
 4. Deliverable schedule
 5. Expected outcomes

C. Fees, Timeline and Invoicing Terms

D. Terms and Conditions

1. Bidders are required to submit their proposal to Kristi Snuggs via email using kristis@earlyyearsnc.org no later than December 11, 2025.
2. All prices quoted must be inclusive of all applicable fees and taxes.
3. Early Years will not be responsible for any costs or expenses incurred by bidders in connection with the preparation or delivery of proposals.
4. No negotiations and revised bids will be allowed.

Acceptance of Proposals

Early Years reserves the right not to accept the lowest or any proposal and to annul the bidding process.

The acceptance criteria will be as follows:

1. Bidder must provide all the Mandatory Requirements.

IF FURTHER INFORMATION REGARDING THIS BIDDING DOCUMENT IS REQUIRED, PLEASE FEEL FREE TO CONTACT:

Dr. Kristi Snuggs
Email: kristis@earlyyearsnc.org