

## Opioid Awareness and Education Marketing Campaign RFP Evaluation

Scores should be selected as follows:

- 0 – Poor:** Few strengths and major weaknesses
- 2 – Good:** Strong with moderate weaknesses
- 4 – Exceptional:** Exceptionally strong with essentially no weaknesses

**Reviewer Name:**

**Applicant Name:**

Proposal Content	Criteria Question	Reviewer Comments	Score
Provide an agency profile, indicating background, experience and core competencies.	Does the organization have sufficient experience, staff, and relationships to produce a successful, results-oriented campaign?		
Provide 2-3 examples of past marketing campaigns that exhibit the organization's experience in planning, executing, and evaluating successful health related awareness campaigns.	Does the organization have the ability to develop a marketing campaign that utilizes traditional and non-traditional media to engage hard to reach populations, that is community and culturally appropriate at the local level, and that will achieve measureable results?		
Identify the staff members that will be assigned to this project, their titles and what their roles will be on this project.	Does the applicant show adequate qualifications, experience, and fit of the staff that will be assigned to this project?		

<p>List any subcontractors and what their roles will be.</p>	<p>If subcontractors are listed, does the applicant sufficiently describe the role of each subcontractor?</p> <p><i>Scoring Note: If no subcontractors are listed, applicant should receive full points for this section.</i></p>		
<p>Describe the organization’s approach to working with multiple stakeholders with competing priorities.</p>	<p>Does the applicant express an adequate understanding of and approach to working with multiple stakeholders with competing priorities?</p>		
<p>Indicate the geographical areas your proposal includes and the amount of funds proposed for each geographical area. Geographical areas include:</p> <ul style="list-style-type: none"> <li>• Chelan and Douglas Counties combined – eligible for up to \$10,000</li> <li>• Grant County – eligible for up to \$10,000</li> <li>• Okanogan County – eligible for up to \$10,000</li> </ul>	<p>Did the applicant indicate which geographic regions they intend to serve and request the appropriate amount of funding?</p> <p><i>Note: applicants may select 1 area for up to \$10,000; 2 areas for up to \$20,000; 3 areas for up to \$30,000.</i></p>		
<p>Describe the proposed planning and implementation of the campaign, including but not limited to media to be used, target audience and rationale for selection of target audience, and culturally appropriate messaging.</p>	<p>Does the applicant clearly articulate the proposed project?</p>		
	<p>Does this project provide sufficient detail of the proposed project?</p>		
	<p>Does the applicant articulate an approach that logically leads to increased awareness and understanding of opioid use?</p>		
	<p>Does the applicant address community and culturally appropriate messaging?</p>		
	<p>Does the applicant address implementation of the project?</p>		

Describe the anticipated reach, both number of people and specific populations, of this project, including how you will reach individuals outside of the largest cities (i.e. Wenatchee, Omak, and Moses Lake)	Does the applicant describe the number of people they are expecting to reach with the proposed project?		
	Does the applicant describe specific populations they intend to reach with the proposed project?		
	Does the applicant describe how they will reach individuals outside of the largest cities?		
List any partners you will work collaboratively with on this project, their key roles and/or responsibilities and describe how you will work with these partners	Does the applicant attribute a specific role or responsibility to each partner listed?		
Provide a timeline, with specific milestones and goals, for this project	Is the timeline realistic?		
	Are major milestones and goals defined?		
Describe your process for gathering information and content needed for the project.	Does the applicant demonstrate an understanding of, and functional approach to, gathering content needed for the project?		
Describe how this project will lead to long-term increased awareness of opioids.	Does the applicant state how the proposed project will lead to lasting and self-sustaining improvement?		
Estimated budget to produce required deliverables, including evaluation. Please include a line item budget as well as a narrative.	Does the applicant demonstrate a suitable cost structure and ability to efficiently and effectively allocate budgeted funds?		
Describe how you will know the project has been impactful, including expected outcomes, key indicators, and goals.	Does the applicant describe specific expected outcomes?		
	Does the applicant state and adequately describe key indicators that will be utilized to measure success?		

	Does the applicant provide a realistic, measurable goal for each key metric identified?		
	Does the applicant clearly articulate how they know if the project is impactful?		
Up to three letters of support from previous partners, collaborator, and/or clients (optional)	<p>Does the applicant provide relevant letters of support?</p> <p><i>Scoring note: At the reviewer's discretion, award up to 1 bonus point for each relevant and specific letter of support provided. Up to 3 Bonus points available</i></p>		

**99 Total Points Available**