Requests for Marketing Proposals

Neighbors of Northern Columbia County (NNCC) is a not-for-profit, rural NYS organization designed to help seniors age in place. For further information see our website: [www.nncc1.org](http://www.nncc1.org). Questions may be sent to [NNCC1info@gmail.com](mailto:NNCC1info@gmail.com).

We are interested in marketing proposals that will focus on furthering our mission and help us achieve our post pandemic goals:

* Increase membership
* Increase member and volunteer engagement in NNCC
* Increase and strengthen community relationships and collaborations
* Increase financial sustainability
* Increase utilization of available resources

The proposal should reflect an understanding of our demographics, the national Village Movement Concept, challenges faced by small not-for-profits, and methods that will be implemented for identifying the best marketing strategies.

Proposals are to be received no later than 5:00pm, February 17, 2023 and should include scope of proposed work, anticipated timeline for completing a plan, fee structure, and references.

Proposals may be sent to [NNCC1info@gmail.com](mailto:NNCC1info@gmail.com) or NNCC PO Box 582 Valatie, NY 12184, attention President Karen McGraw.

General Nature of Work

* Identify specific short term and long term strategies
* Prioritize strategies or provide a recommended timeline for implementation
* Identify internal marketing strategies
* Identify external marketing strategies
* Provide an evaluation with recommendations of our website and Facebook page