



KIPP National Media Planning and Buying Services Partner – Request for Proposals

SUMMARY OF THIS PROPOSAL

We are looking for a partner to help us attract prospective teachers and families to KIPP Public Schools through mission-aligned digital marketing support including media planning and media buying at both the national and local level.

KIPP BACKGROUND

KIPP Public Schools is a national network of tuition-free public charter schools with grades PreK-12 that prepares students with the skills and confidence to create the future they want for themselves, their communities, and us all. KIPP Public Schools has 278 schools with nearly 16,500 educators and 190,000 students and alumni. KIPP Public Schools that are clustered in the same geographical area are operated and managed by an entity referred to as a “KIPP Region.” There are 28 KIPP Regions nationwide.

Our mission: Together with families and communities, we create joyful, academically excellent schools that prepare students with the skills and confidence to pursue the paths they choose—college, career, and beyond—so they can lead fulfilling lives and build a more just world.

Our vision: Every child grows up free to create the future they want for themselves and their communities.

While KIPP Regions and KIPP Public Schools are separate corporate entities from the **KIPP Foundation** (run by their own boards and leadership teams/employees), the KIPP Foundation, through its contractual rights pursuant to a license agreement with KIPP Regions/KIPP Public Schools, sets strategy, defines and shares best practices, and ensures alignment and accountability for the 28 KIPP regions. To learn more about KIPP, please visit our website: www.kipp.org.

PROJECT CONTEXT:

Where we are today: We, the KIPP Foundation, have spent the past three years growing a national advertising hub (Ad Hub) program that aims to support as many KIPP schools as possible in hitting their student and staff recruitment goals. With three years of campaign data, we are well positioned to understand the needs and requirements of our schools, clustered in regions, to provide holistic campaign support and drive the best results.

The challenges:

- We are a decentralized network of 28 regional organizations and the KIPP Foundation with variable staffing, budgets, marketing platforms, marketing skillsets, and acquisition systems.
- We have ambitious goals that this partnership needs to support: 100% of our 278 schools hitting their enrollment and hiring targets each year.
- Most regions are not currently fully enrolled, and student recruitment cycles vary by market.
- Region school count varies in size, from two schools in smaller regions to 50+ in our largest region.
- Teacher recruitment is an urgent need, in line with the market trends seen across the education industry.
- Obtaining qualified teacher leads via marketing continues to be a challenge.
- Our demographics vary by city.
- Time, budget, and capacity to achieve campaigns with unique creative assets and hyper-local targeting. Marketing support and guidance is needed at the regional level to complete the full conversion cycle (lead to applicant; applicant to registered student, etc.)



The opportunity:

We are looking for a partner who can take our mission-aligned ad sets and work directly with the KIPP Foundation and indirectly with our regions to design, implement, and optimize advertising campaigns in alignment with current centralized recruitment strategies to improve student and staff recruitment results. We want a partner who can accommodate and provide strategic recommendations across varying paid media budget levels that will yield efficient ROI related to application/lead costs and filling vacant seats or teaching roles.

Priority audiences: Across the country, 54% of our students are Black, 40% are Latinx, 88% qualify for free and reduced lunch, and 20% are English Language Learners. We are looking to design campaigns that will reach and resonate with prospective teachers (inclusive of teaching certification status) and families that reflect the demographics of KIPP's student populations.

Budget: Regional media budget varies by region, yet all regions need student and staff recruitment support. As KIPP seeks to centralize support and processes across the network, the Ad Hub program aims to support 100% of regions that want to be part of the program regardless of their capacity or budget level. We can expect the entire program to have an estimated media spend range of \$2.5 - \$4M depending on the regions that opt in to the program. Within this total, there will be regional dollars dedicated to regional campaigns, and national dollars dedicated to a national campaign.

Anticipated needs:

- Recommendations for national and regional ad spend annually and seasonally. While all regions ideally need annual campaigns, we also need an agency partner that can nimbly execute shorter campaigns in key timeframes related to the student and staff recruitment cycles.
- Support and guidance for a list of requirements necessary to understand our campaign ROI.
- Execution and continuous optimization of national and regional ad spend for regions that opt in.
- High-level reporting insights provided twice a month, including recommendations for optimizations.
- Project management support to align on campaign cadence and deadlines that will lead to successful results.
- Invoicing process that aligns with complexity of our network structure.

Nice-to-include for proposal:

- Full-cycle strategic recruitment marketing recommendations and thought partnership. How can we optimize what happens after we bring in leads or applicants from advertising?
- Input or case studies on reaching and driving conversions among niche student and staff recruitment audiences such as non-English speaking prospective families, Special Education teachers, STEM teachers.

Questions to address within proposals:

- Have you worked with other clients in this way before?
- What is your experience in reaching Black and Latinx audiences through ad campaigns?
- How would you structure the work to ensure we can support all regions that want to be part of the program, regardless of their regional media budget?
- How would you partner with us to identify and reach student and staff application goals?
- What experience do you have with HubSpot and other email marketing or CRM platforms as it relates to post-conversion nurture?
- How would you recommend we leverage our national brand alongside the regional campaigns? Would the approach be the same for student and staff campaigns?



PROPOSAL SUBMISSION GUIDELINES

The KIPP Foundation invites responses to this proposal by 1/3/2025. Please send the proposal by email to Laura Mueller at lmuller@kipp.org and CC procurement@kipp.org. Responses should include:

- Cover Page: include contact information for the primary contact person
- Organizational Description: briefly describe the organization's history, mission, and key program areas.
- Proposed Scope of Work
 - Describe the vision for the work and your intended approach.
 - Include your method for tracking progress and measuring impact and effectiveness of the campaigns
 - Describe how you would measure success
- Staffing and Management Plan
 - Please include brief bios of each core member of the project team
 - Briefly describe relevant experience and expertise of team members, as well as current capacity
- Sample Deliverables
 - Please include 2-3 case studies that speak to the type of work you would do for this engagement, and specifically to our commitment to equitable design.
- Budget and Pricing Narrative
 - Provide a detailed budget for the proposed work, including any justification of proposed line items. Please differentiate between requirements and nice-to-have items so we can compare costs across vendors.
- References: please include email address and telephone number

Confidentiality

- This RFP contains proprietary and confidential information that cannot be divulged to any third party without the express written authorization of KIPP and requires that bidder use the information contained within this RFP solely for responding to the RFP and that all such information contained herein or obtained during discussions with KIPP be held in strict confidence. No public announcements or any references to this RFP shall be made outside bidder's organization without the prior consent of KIPP.

Reserved Rights

- This RFP does not constitute an offer to buy on the part of KIPP. Acceptance of any obligations on the part of KIPP may only be done by a formal written agreement. Any information contained herein does not commit KIPP to a contract or to pay any costs incurred in the preparation of a response. Nothing contained herein shall be construed as guaranteeing any term, condition or other item, including any specified purchase volume.
- KIPP reserves the right not to award a contract to any bidding party even if the criteria described in the RFP are met; and to close the bid prior to completion of the bid process. While KIPP does not intend to split award to multiple bidders, KIPP reserves the rights to split award to multiple bidders that will best serve the needs and interests of KIPP. No obligations on the part of KIPP will be incurred until the bidder has signed a contract satisfactory to and accepted by KIPP.

Please contact Laura Mueller at lmuller@kipp.org with any questions about this proposal.