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Request for Proposal (RFP) Volunteer Strategies Plan

Issued By:

Person to Person (P2P)
1864 Post Road
Darien, CT 06820

Date of Issue: 2/12/2025

Proposal Due Date: 2/28/2025

I. Introduction

Person to Person (P2P) is a nonprofit organization dedicated to supporting families and individuals as they move toward stability with healthy food, clothing, housing assistance, and a path to economic opportunity. To further our mission, we seek to enhance our volunteer recruitment efforts by engaging a local marketing firm to develop a strategic outreach plan.

We invite qualified consultants to submit proposals for the development of a comprehensive outreach strategy that will increase volunteer engagement and participation.

II. Project Overview

The selected marketing firm will be responsible for creating a data-driven and action-oriented plan tailored to recruit individual and corporate volunteers. The plan should focus on recruitment, digital engagement, and corporate & community partnerships to strengthen volunteer involvement in our programs.

The consultant shall draft a deliverable called "**Effective Recruitment and Cultivation and Retention and Satisfaction Strategies**" (hereafter referred to as the "**Volunteer Strategies Plan**".) The consultant must have relevant experience and must possess excellent organizational, interpersonal, problem-solving, critical thinking and report drafting skills.

The consultant shall provide the final **Volunteer Strategies Plan** by **April 18, 2025**.



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III. Scope of Work

The selected firm will be responsible for designing and executing a comprehensive volunteer engagement strategy that includes:

1. **Volunteer Recruitment:** Develop innovative and effective outreach strategies to attract diverse volunteers, including corporate groups, community members, and students.
2. **Volunteer Cultivation:** Establish relationship-building techniques that keep volunteers engaged and connected with our mission.
3. **Volunteer Retention:** Implement strategies to maintain volunteer commitment and minimize turnover.
4. **Volunteer Satisfaction:** Develop feedback mechanisms and recognition programs to ensure volunteers feel valued and fulfilled in their roles.
5. **Marketing & Communication Plan:** Create compelling messaging and content to promote volunteer opportunities via digital and traditional marketing channels.
6. **Measurement & Analytics:** Develop KPIs to track success, volunteer engagement levels, and program impact over time.

IV. Proposal Requirements

Interested firms should submit a proposal that includes:

1. **Company Information**
 - Name, address, and contact information.
 - Brief company history and relevant experience.
 - Examples of past work with nonprofit or volunteer-driven organizations.
2. **Proposed Approach & Work Plan**
 - Outline of methodology and strategy.
 - Estimated timeline for completion.



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3. Budget & Pricing

- Detailed cost breakdown, including pricing for optional add-ons.

4. Key Personnel

- Resumes or bios of team members involved in the project.

5. References

- Contact information for two clients who can speak to your firm's capabilities.

V. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience & Expertise (30%)** – Demonstrated experience in marketing for nonprofits and volunteer recruitment.
- **Creativity & Innovation (25%)** – Ability to develop unique and effective outreach strategies.
- **Feasibility & Execution (20%)** – Clear plan with realistic implementation steps.
- **Cost & Value (15%)** – Competitive pricing and budget transparency.
- **References & Past Work (10%)** – Positive feedback from previous clients.

VI. Submission Instructions

Proposals must be submitted to P2P Chief Community Relations Officer, Juri Garone by February 28, 2025 via email to jurigarone@p2phelps.org or mailed to 1864 Post Road, Darien, CT 06820.

For questions or further clarification, please contact Juri Garone at 203-621-0703.

Thank you for your interest in supporting our mission. We look forward to reviewing your proposals.