Request for Quote: Social Media, Website & Communications Consultant

Nov 24, 2026

About Share Our Spare and this request

Share Our Spare (SOS) is looking for one consultant or small firm to run its social media, maintain its website, and support its communications for a 6-month engagement starting in January 2027. The consultant will set direction for our channels and build the tools, templates, and tracking our staff will keep using after the engagement ends. Quotes are due **Dec 18, 2026**.

Since 2011, SOS has made sure Chicago-area children ages 0–5 have the essential items they need, diapers above all, for a strong start. We work through a network of more than 180 community organizations across 9 counties: social service agencies, early childhood educators, young parent programs, health care networks, and housing organizations. Our programs include Dolly Parton's Imagination Library Chicago, Family Connects Chicago, and a Safe Sleep Kits partnership with Lurie Children's Hospital.

Social media, the website, and communications used to be handled by program staff alongside their other work. We're moving them to a dedicated outside partner who can tell our story consistently across channels, grow our audience, keep our website current, accurate, and easy to give through, and help us reach donors, partners, and the press.

Scope of work

The work has three parts: ongoing social media management on Instagram, Facebook, and LinkedIn; website care, which includes a one-time audit followed by monthly maintenance; and communications, including email newsletters, messaging, and media relations. Vendors may quote on all three parts or any combination.

Part A: Social media

- **Strategy and editorial calendar.** Write a 6-month content strategy, then keep a monthly editorial calendar that SOS approves at least two weeks before each month starts.
- **Content creation.** Write captions and create graphics, short videos and reels, and carousels. Turn impact stories, partner photos, and program data that SOS provides into posts. Follow SOS brand guidelines.
- **Posting and scheduling.** Post at least [3–4] times a week on Instagram and Facebook and [2] times a week on LinkedIn, using a scheduling tool that SOS can see.
- **Community management.** Watch and respond to comments and messages within one business day, using response guidelines SOS approves. Send donor, partner, media, and sensitive messages to SOS staff.
- **Campaign support.** Execute social for development-led campaigns around key moments: National Diaper Need Awareness Month and Diaper Need Awareness Week (September), Giving Tuesday and year-end giving, SOS events and anniversary milestones, DPIL enrollment drives, and corporate volunteer and diaper drive partnerships.
- **Partner and funder amplification.** Tag and thank sponsors, funders, and partner agencies, following each funder's recognition rules.
- **Analytics.** Send a monthly report on reach, engagement, follower growth, clicks to the website and donation page, and top posts, with recommendations for the next month. Use UTM-tagged links on every post and email so gifts that come from social media and email can be tracked in Neon. In the first 30 days, work with SOS's Director of Development to set up the link tagging and a simple Neon report that shows these gifts, and include the results in the monthly report.

Part B: Website

- **Audit (first 60 days).** Review content accuracy, broken links, mobile experience, page speed, accessibility (WCAG 2.1 AA), basic SEO, and how easy it is to give. Deliver a prioritized list of fixes.
- **Content updates.** Update program pages, partner lists, events, news, staff and board pages, and job postings, within [3] business days of a request. Allow for up to [8] hours of updates a month.
- **Technical maintenance.** Handle platform, theme, and plugin updates, security monitoring, backups, uptime monitoring, and SSL and domain renewals, working with SOS's current host. Platform: [WordPress / Squarespace / other].
- **Donation and sign-up paths.** Make sure donation, volunteer, diaper drive, and newsletter forms work and connect to SOS systems (Neon).
- **Analytics.** Keep Google Analytics 4 set up correctly and include website traffic and conversions in the monthly report.
- **Optional: redesign or refresh.** Quote separately, as an add-on, for a refresh of key pages (home, donate, get involved, programs) based on what the audit finds.

Part C: Communications

- **Messaging and voice.** As part of the 6-month strategy, write a short messaging guide: boilerplate, key messages for each program, and approved language for describing diaper need and the families we serve. Keep messaging consistent across social, web, email, and press.
- **Email newsletter.** Write, design, and send a monthly e-newsletter to donors, partners, and supporters, plus up to [3] campaign or event emails during the engagement, in SOS's email platform (Mailchimp). Keep the subscriber list clean and growing.
- **Media relations.** Draft press releases and media advisories for up to [2] key moments during the engagement, keep a Chicago-area media list, pitch stories to local outlets, and prepare SOS spokespeople with talking points. Send every media inquiry to SOS staff; the Executive Director or a designee is SOS's only spokesperson.
- **Leadership and partner content.** Draft LinkedIn posts, op-ed outlines, and talking points for the Executive Director, and social media toolkits that partners can use to promote SOS events and drives.
- **Templates for staff.** Build fill-in templates our staff can keep using after the engagement ends: social post templates for common post types (impact stories, thank-yous, events, and diaper drives) and Mailchimp templates for the newsletter and campaign emails. Include a short how-to guide and one training session for staff by the end of month 4.
- **Optional: digital annual report.** Quote separately, as an add-on, for turning SOS's annual results into a digital impact report or web page, using data SOS provides.

Out of scope

Paid advertising spend, which may be quoted as an optional add-on. Printed materials. Grant writing. Any public statement on policy or a crisis without SOS approval.

Deliverables and how we'll work together

The consultant reports to SOS's Director of Development, and SOS approves all content before it's published.

Deliverable	Frequency	Due
6-month social media and communications strategy	Once	30 days after start
Donation tracking setup (UTM links and Neon report)	Once	30 days after start

Deliverable	Frequency	Due
Messaging guide	Once	45 days after start
Email newsletter	Monthly	Per approved calendar
Press releases and media advisories	Up to [2] during the engagement	Per approved campaign plan
Website audit and list of fixes	Once	60 days after start
Editorial calendar	Monthly	2 weeks before each month
Social posts and community management	Ongoing	Per approved calendar
Website content updates	As requested	Within 3 business days
Website maintenance log (updates, backups, security)	Monthly	With monthly report
Analytics report (social, web, and email)	Monthly	By the 10th of the following month
Staff templates (social and Mailchimp), how-to guide, and training	Once	End of month 4
Check-in call with SOS	Every two weeks	Ongoing
Campaign plans for key moments (social, email, and press)	Per campaign	6 weeks before launch

SOS will provide: brand guidelines, photos and impact stories, program data, access to accounts, approvals within 3 business days, and one main contact.

Ownership and access: SOS owns all social accounts, the website, the domain, and all content created under this agreement. The consultant uses delegated or role-based access, never personal ownership of an account. When the engagement ends, the consultant returns all credentials, source files, and the content calendar within 10 business days.

Photos and privacy: The consultant follows SOS's consent and photo-release practices. Children's faces and names, and family details, are posted only with documented consent.

Term, timeline, and budget

The engagement runs for 6 months starting Jan 18, 2027. It can be extended if both sides agree, and either party can end it with 30 days' written notice.

Milestone	Date
RFQ issued	Nov 24, 2026
Written questions due	Dec 4, 2026
SOS answers shared with all respondents	Dec 11, 2026
Quotes due	Dec 18, 2026
Finalist interviews	Week of Jan 4, 2027

Milestone	Date
Selection and agreement	Jan 11, 2027
Onboarding and account access	Jan 11–15, 2027
Engagement begins	Jan 18, 2027

Budget: SOS expects to spend up to [$8,000] over the 6-month engagement on Parts A, B, and C together.

Please quote:

- Part A (social media) as a fixed monthly retainer
- Part B (website) as a one-time fee for the audit plus a monthly maintenance retainer, with your hourly rate for work beyond the included hours
- Part C (communications) as a fixed monthly retainer, with a per-item rate for press releases and campaign emails beyond the included number
- Any optional add-ons (website refresh, paid ads management, digital annual report) as separate line items

SOS is a 501(c)(3) nonprofit. Tell us about any nonprofit pricing or in-kind contribution you can offer.

Qualifications and what to submit

We're looking for a partner with nonprofit storytelling experience, the technical skill to keep a website secure and current, and the writing and media skills to run email and press outreach. Being based in or familiar with the Chicago area is a plus.

Preferred qualifications:

- At least 3 years managing social media and websites for nonprofits or mission-driven organizations
- Strong writing and design portfolio, including short-form video
- Experience with [website platform], Meta Business Suite, LinkedIn Pages, GA4, and a scheduling tool
- Knowledge of accessibility standards and of trauma-informed, dignity-centered ways of portraying families
- Experience with fundraising campaigns, especially Giving Tuesday and year-end giving
- Experience writing donor newsletters and press releases, and relationships with Chicago-area media
- Familiarity with early childhood, family support, or basic-needs work is a plus

Your quote should include (8 pages maximum, not counting samples):

1. Cover letter with your main contact and the team members who would work on SOS's account
2. Your approach to each part you are quoting (A, B, and/or C), including your first 90 days
3. Three to five work samples: social accounts you manage, websites you maintain, and newsletters or press materials you wrote
4. Pricing in the format described under Budget
5. Three references, at least two of them nonprofit clients
6. Proof of business registration and general liability insurance, or confirmation that you can get it
7. Any potential conflicts of interest

How we'll choose, terms, and how to submit

SOS will pick the quote that offers the best overall value, not necessarily the lowest price.

Criterion	Weight
Quality and relevance of work samples	30%

Criterion	Weight
Approach and understanding of SOS's mission and audiences	25%
Cost and value	20%
Nonprofit experience and references	15%
Capacity, responsiveness, and team fit	10%

Terms: The selected consultant works as an independent contractor under a written services agreement. SOS may choose not to award a contract, award any one part or combination of parts, or negotiate scope and price with finalists. Respondents pay their own costs of preparing a quote. SOS is an equal opportunity organization and encourages quotes from women-, minority-, and veteran-owned businesses and from firms based in the communities we serve.

How to submit: Email one PDF to Teleigha McCoy at teleigha@shareourspare.org with the subject line "SOS Social Media, Website & Communications RFQ – [Your Firm]" by 5:00 p.m. Central on Dec 18, 2026. Send questions in writing to the same address by Dec 4, 2026. SOS will share all answers with every respondent.

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