



# Request For Proposal

## Website Development & Social Media Messaging

South Central Montana Regional Mental Health Center  
dba: Mental Health Center

PROPOSALS DUE BY: 10/01/2021

## Company Background

The Region III Mental Health Center (MHC) is a registered non-profit 501(c)(3) corporation dedicated to the establishment, development and maintenance of high quality mental health and chemical dependency care in South Central Montana.

A team of 90 qualified psychiatrists, nurse practitioners, Licensed Mental Health Therapists, Licensed Addictions Counselors, psychiatric nurses, case managers, mental health workers, outreach liaisons and support staff offer the largest, most comprehensive adult outpatient mental health and addiction services and treatment in South Central Montana.

We serve ten counties covering 25,625 square miles. The counties we serve are Yellowstone, Fergus, Petroleum, Judith Basin, Carbon, Sweet Grass, Golden Valley, Stillwater, Wheatland and Musselshell. MHC professionals specialize in promoting all areas of mental wellness. Managing issues of stress, grief, anxiety, depression, chemical dependency and other addictions are just a few of the services offered. Each year thousands of men, women and children are assisted in their search for solutions.

## Project Overview & Scope of Work

The Mental Health Center has the Contract for Community Based Prevention (SAPT Block Grant) and the Strategic Prevention Framework (PFS Grant). This covers the south-central region of Montana which encompasses eleven counties. Currently five of those counties are funded and staffed with Prevention Specialists. There is potential for the remaining six to be funded and staffed in the near future.

This project encompasses:

- Providing social media messaging and content development
- Building and maintaining websites
- Development and printing of appropriate media materials, graphics, branding, posters, banners, pamphlets, stickers, window clings and other items as needed and requested by Prevention Specialists and their Coalitions (based on Coalition, MHC, and state approval).
- IT support where needed and requested
- Technical Assistance on prevention project/program deliverables.

## Project Goals

The goals of this project include:

- Giving our Prevention Specialists the best resources and company available to meet the prevention grant deliverables.
- To allow for our Prevention Specialists to have access to quality materials and resources to move prevention efforts forward in our region and to make meaningful community change.
- To keep the Prevention Specialists up to date with new trends and best practices in the field of prevention.

## What We're Looking For in Potential Vendors

Required Qualifications:

- Ability to be flexible to assist in meeting the needs of the Prevention Specialists, Communities and the Mental Health Center so that they can fulfill the required grant deliverables in a timely and efficient manner
- Must meet the guidelines and requirements established and required by the Montana Department of Health and Human Services, who has final decision on how prevention grant dollars are allocated and spent
- Minimum of five years of experience in website development and social media messaging
- Ability to provide three to five references relating to similar projects performed

Preferred Qualifications:

- Minimum of five years of experience working in the field of ATODS Prevention.
- A team member that is IC&RC (International Certification & Reciprocity Consortium) certified or has a comparable prevention certification
- Be SAPST (Substance Abuse Prevention Skills Training) trained and skilled at utilizing the six CSAP (Center for Substance Abuse Prevention) Strategies

## Existing Roadblocks or Technical Issues

The approval process can at times be cumbersome and lengthy and may require several revisions to meet DPHHS approval. It is imperative that open communication and dialogue with the Prevention Specialist exists to ensure that changes needed are responded to in a timely and effective manner.

## Budget Constraints

The budgets vary county by county, and project by project. The grants allot dollars to be spent on prevention activities and these are decided upon by the Prevention Specialist, Coalition and Community. The dollars vary widely and there is no way to predetermine how much will be spent by each county or what their needs will be.

## Final Project Due:

Work will begin in October 2021 for social media messaging and website development/maintenance. The media materials projects will be ongoing and as needed/wanted/required. Projects/programs do not have a specific timeline and are dependent upon the needs, wants and requirements of the Prevention Specialists, Coalitions and Communities. The agreements will be negotiated between the Prevention Specialists with input as needed/required from the Mental Health Center Supervisor and/or CEO. All dollars spent on Prevention Activities must go through the approval process required by DPHHS. The Prevention Grants are renewed yearly, and this will be for the duration of those grants or until you are notified that this is cancelled. This RFP can be cancelled at any time with 30 days' notice, with all outstanding invoices paid.

## Questions Bidders Must Answer To Be Considered

- How do you create an effective media campaign?
- What forms of social platforms have you utilized?
- How do measure results?
- How do you make sure that your employees stay up to date on the new trends?
- How do you report the analytics?

## Evaluation Metrics

- Previous experience/past performance history.
- Samples and/case studies from previous projects.
- Projected costs.
- Experience and technical expertise
- Response to set of questions listed above.

## Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Complete proposals must be sent in by 10/01/2021. Bidders who are interested in submitting a proposal should inform Alisha Belmontez via email at ([abelmontez@scmrmhc.org](mailto:abelmontez@scmrmhc.org)) no later than 9/24/2021.
- Include samples and references with your proposal.
- Include answers to questions outlined in this RFP.
- Failure to comply with these guidelines will result in an automatic rejection.

## Contact Information

For questions or concerns connected to this RFP, we can be reached at:

Alisha Belmontez  
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406-252-5658