



REQUEST FOR PROPOSAL

Big Brothers Big Sisters Volunteer Recruitment Campaign for Recently Retired, Active Seniors

OVERVIEW

Big Brothers Big Sisters of Greater Halifax has been delivering youth mentoring programs for over 50 years. Our programs result in life-changing outcomes for youth who are at risk of not fulfilling their potential due to circumstances beyond their control.

Many youth served by our organization are marginalized and live in circumstances (such as financial insecurity, violence in their homes or neighbourhoods, absent parent(s) or family illness) leaving them at risk for toxic stress. This adversely affects the developing brain, emotional regulation, and day-to-day things like school behaviour, peer relationships and overall mental health.

Mentoring has been proven as an intervention that re-maps brain architecture and builds resilience in at-risk youth. Something as simple as a consistent, positive relationship with a mentor, promotes healthy development, creating a foundation for school achievement, economic productivity, and responsible citizenship. Our donors and volunteers are key stakeholders in the delivery of these important outcomes.

THE NEED

Consistently, there are about 100 children on our waiting list, and usually 80-90% of those waiting are boys. This list is ever-changing, as we match one child with an adult mentor, another family reaches out for help, and another child is added to the list. We are challenged to have the resources (both human and financial) to match every child who waits.

Volunteer recruitment is an ongoing need of the agency. We do this in a number of ways, including traditional and social media, outreach events, and implementation of fundraising events that engage the broad community.

We have identified, that while recently retired, active seniors have the time, wisdom and capacity to be significant mentors to youth, there is a belief among this demographic that being a Big Brother or Big Sister is only for younger people. We have a handful of volunteer Bigs in this demographic who typically stay in the mentoring relationship longer (because their lives are stable and settled) and find the role exceptionally rewarding. For younger Bigs, however, their changing life circumstances (career, relationship status, new family etc), sometimes shortens the length of time they can volunteer.

Ensuring recently retired, active seniors understand their value as mentors to youth and encouraging volunteerism among this demographic is key to helping us serve the needs of youth in our community.

Big Brothers Big Sisters of Greater Halifax ● 86 Ochterloney Street, Dartmouth, NS, B2Y 3Y5 ● 902.466.5437
Charitable Registration Number: 10679 3235 RR0001

www.bigbrothersbig sistersshalifax.ca



BBBSHalifax



CAMPAIGN OBJECTIVE

Generate 250 inquiries of potential Bigs from the recently retired, active seniors demographic. (Statistically, only 10-20% of all inquiries by volunteers complete the enrollment and matching process.)

ASSETS REQUIRED

Video(s) - edited for social media, recruitment presentations and PSA placement

Print – ad for print media (and recommendation for placement) + postcard ad (and print run of 5000 pieces)

Digital – ads for digital placement (eg. CTV web banner, screens in public spaces or other recommended placements)

Social – a minimum of 10 Facebook/Twitter ready posts and/or ads

Signage – one X-Banner to use at recruitment events

BUDGET

Total for creative services (including concept & final designs)	\$6,000
PR / Media outreach support	\$2,000
Total for video production, printing and media buys (video, print, social, digital)	\$13,500

TIMELINE

August 17 - Proposals returned to Shelda.Cochrane@bigbrothersbigsisters.ca

August 24 - Project awarded

September 7 (or earlier) – Concepts presented to agency and finalized

September 21 (or earlier) – Assets completed