Request for Proposals

Re: NTDC LinkedIn Launch and Social Media Strategy (December 2026–September 2027)

Project Overview

Who is Spaulding for Children

Spaulding for Children is a private, nonprofit child welfare agency established in 1968 and one of the first agencies in the country to specialize in finding and preparing adoptive families for children with disabilities and other challenges.

Spaulding's Mission

In partnership with families, communities, organizations, states and the nation, Spaulding for Children's mission is to assure that all children grow up in safe, permanent families and have the help they need to be successful in life.

Background

The National Training and Development Curriculum (NTDC) is a comprehensive, no-cost curriculum designed to prepare and support prospective foster, adoptive, and kinship caregivers. Led by Spaulding for Children and supported by funding from the Children's Bureau, NTDC offers classroom-based training, Right-Time Training resources, and self-assessment tools that can be used across the caregiver journey. Its materials also support child welfare professionals and agencies in strengthening caregiver preparation and ongoing support.

The NTDC continuation project seeks to sustain and expand implementation nationwide, improve access to curriculum resources, and support the goals of the A Home for Every Child initiative. Planned activities include outreach to jurisdictions not yet using NTDC, targeted implementation assistance, a national interactive implementation map, Train-the-Trainer sessions, facilitator peer learning, and an implementation guide illustrating how NTDC tools can support recruitment, preparation, assessment, placement, and ongoing support.

As part of this effort, NTDC will strengthen its professional outreach through LinkedIn and coordinated social media messaging. Communications should increase understanding of NTDC as more than a pre-service curriculum, demonstrate practical applications of its components, and encourage engagement among state, Tribal, territorial, agency, and other child welfare partners.

Scope of Work

Spaulding for Children seeks a qualified marketing agency or consultant to launch and manage an NTDC LinkedIn page and develop and implement a coordinated social media

strategy for December 1, 2026 through September 29, 2027. The selected vendor will work closely with the NTDC Project Team and use approved project messaging, branding, and materials. Specific tasks will include:

- Develop a social media strategy and editorial calendar identifying priority audiences, communication objectives, key messages, recommended posting frequency, engagement approaches, and performance measures.
- Establish, brand, and launch the official NTDC LinkedIn page, including profile content, graphics, account configuration, administrative access, and a launch plan.
- Create, design, schedule, and publish regular LinkedIn content using NTDC-approved language and accessible graphics. Propose a sustainable content volume and review process in the proposal. All content for each month, must be developed and submitted to the NTDC Project Team at least one month in advance of the scheduled posting period to allow sufficient time for review, revisions, and approval by the Children's Bureau. No content may be published without prior approval.
- Develop content that highlights NTDC components beyond pre-service training, including Right-Time Training, self-assessment, and applications across recruitment, preparation, assessment, and ongoing caregiver support.
- Highlight relevant 2027 project milestones and resources, such as the interactive implementation map, implementation guidance for A Home for Every Child, facilitator supports, curriculum resources, and opportunities for jurisdictions to explore NTDC implementation.
- Coordinate content with the NTDC website, project outreach, and other approved communications channels, including suggestions for cross-promotion and reaching jurisdictions with limited or no NTDC implementation.
- Monitor page activity and appropriate audience engagement, respond or elevate inquiries according to an agreed protocol, and recommend refinements based on performance.
- Meet regularly with the NTDC Project Team; provide monthly brief analytics and activity updates and a final report summarizing outputs, results, lessons learned, and recommendations for continued management after September 2027.

The vendor will submit draft strategies and content for NTDC Project Team review. Public-facing content, including federal funding acknowledgments as applicable, must follow project approval requirements. The project team will supply available program materials and subject-matter review; the vendor is responsible for communications planning, production, publishing, and reporting under the agreed scope.

Project Budget

The total budget for this project shall not exceed $40,000 for December through September 2027.

Proposals should provide hourly rates or a task-based budget inclusive of planning, launch, content production, account management, meetings, and reporting. Identify any optional or separately priced services.

Project Timeline

Work is expected to begin in December 2026 and conclude by September 29, 2027. The selected vendor will develop a detailed timetable with Spaulding for Children. The anticipated phases are:

- December 2026: Kickoff, audience and messaging strategy, account setup, launch preparation, and initial editorial calendar.
- January 2027: LinkedIn launch.
- February–August 2027: Ongoing content publication, promotion of relevant project resources as available, monthly performance review, and strategy refinement aligned with NTDC activities.
- September 2027: Final content and campaign activities, performance summary, and recommendations for sustainability.

Submission Requirements

Proposals are due by **November 25, 2026**.

Submissions must include:

- A proposed approach and work plan for completing the scope of work by September 29, 2027, including anticipated deliverables and posting cadence.
- A detailed budget not exceeding $40,000, including hourly rates or fixed fees and estimated effort by major task.
- Examples of relevant LinkedIn or social media campaigns, preferably for nonprofit, public-sector, education, or child welfare audiences.
- Qualifications and relevant experience of the proposed consultant or team, including resume(s) or organizational background.

Questions about this opportunity should be directed to: Sarah Horton Bobo at sbobo@spaulding.org

Submissions should be sent to: sbobo@spaulding.org