

REQUEST FOR PROPOSALS — Contract Communications Services

Zebra Youth, Inc. | RFP ZY-2026-01 | Issued Thursday, October 22, 2026

911 North Mills Avenue, Orlando, FL 32803 | EIN 27-1645847 | zebra youth.org

Who we are and what we need

Zebra Youth is the only organization in Central Florida providing a full continuum of housing, clinical, and support services to LGBTQ+ youth ages 13–24 experiencing homelessness or housing instability. We are seeking a communications professional — an individual consultant or small firm, on contract — to serve as our outsourced communications function for a 12-month term. We serve a vulnerable population in a hostile political environment: no client image, story, or identifying detail may be used without documented, informed, revocable consent obtained through our process, and the contractor will never have unsupervised client access.

Scope of work — three responsibilities

- **1. Assess and rebuild the website.** Assess zebra youth.org and deliver a redesigned, rebuilt site on a platform you recommend and justify where one of our staff can maintain without vendor dependency. Includes corrected content (impact statistics, programs, staff and board, events calendar), an optimized donation pathway integrated with our giving platforms, mobile-first and WCAG 2.1 AA accessible, with training and full handoff of credentials and source files. Well-supported themes/templates are encouraged. Target launch on or about April 2027.
- **2. Distribute and deliver monthly communications.** Produce and distribute a monthly email newsletter and campaign emails (including Giving Tuesday and year-end giving), with list hygiene, segmentation, and reporting on open, click, and conversion rates.
- **3. Maintain our social media platforms.** Content calendar and execution across Instagram, Facebook, TikTok, and LinkedIn. Minimum three posts per week, elevated during campaigns and events plus community management with an escalation path for hostile or harassing engagement.

Budget, term, and structure

Anticipated total first-year value of **\$25,000–\$40,000, paid in equal monthly installments over the 12-month term** upon invoice. Propose a total annual fee covering all three responsibilities, stating the website-build portion and an hourly rate for out-of-scope work. Proposals materially above range are unlikely to be competitive. Term begins on or about mid-November 2026, with up to one 12-month renewal at Zebra Youth's discretion. **This is an independent-contractor engagement, not employment.** The contractor handles their own taxes, insurance, and equipment and either party may terminate on 30 days' written notice, with payment prorated through the termination date. All work product, accounts, and credentials belong to Zebra Youth.

Minimum qualifications

Authorized to contract in Florida and in good standing; at least three years of relevant marketing and communications experience, including website builds; three professional references (ideally one nonprofit); \$1,000,000 commercial general liability (Zebra Youth as additional insured) plus professional liability, in place before execution; not debarred from federal programs; disclosure of any conflict of interest.

How to propose

Submit one PDF, **no more than 5 pages** plus work samples, including: signed cover letter; your background and profile; your approach to all three responsibilities, including recommended website platform with reasoning; 2–3 comparable engagements with measurable results; links to sites built and social accounts managed; who will do the work and their availability; timeline to website launch; cost proposal (total annual fee and resulting monthly installment, website-build portion, hourly rate, and annual platform/hosting cost stated separately); references; and disclosure of any relationship with a Zebra Youth board member, employee, or contractor. A relationship does not disqualify you — failure to disclose it does. Email to info@zebrayouth.org with subject line **"RFP ZY-2026-01 — Proposal — [Your Name]."** Proposals must remain valid for 90 days.

Evaluation

Approach across all three responsibilities (30 pts); cost and value (25); relevant experience, nonprofit fluency, and cultural competence with LGBTQ+ and youth-serving contexts (25); work samples and results (10); capacity and responsiveness (10). Lowest cost will not automatically prevail. Zebra Youth may interview finalists, negotiate, reject any or all proposals, or cancel this solicitation; it creates no obligation to award, and proposal costs are not reimbursed.

Key dates

Questions due	Answers posted	Proposals due	Intent to award
Fri, Nov. 20, 2026, 5 PM ET	Wed, Nov. 25, 2026	Fri, Dec 4, 5 PM ET	Thu, Dec 17, 2026

Written questions only, to Alan Saunders, Operations Director (asaunders@zebrayouth.org); answers posted publicly. Through award, contact no other Zebra Youth board member, employee, or contractor about this solicitation. Late proposals will not be considered. Date changes will be posted at zebra youth.org.

Zebra Youth does not discriminate and requires the same of its vendors. The selected contractor will sign a client-confidentiality agreement; where federally funded, 2 CFR Part 200 requirements flow down. Governed by Florida law, venue in Orange County.