



Request for Proposal (RFP)

Marketing & Awareness Campaign: Denver Public Schools Foundation Opportunity Fund (SGO)

Issued by: Denver Public Schools Foundation

Proposal Submission Deadline: September 14, 2026

Project Timeline: Strategy & Asset Development (October - November 2026); Campaign Deployment (Pending State Approval, December 2026 – April 15 2027)

1. Statement of Purpose & Background

The Denver Public Schools Foundation is seeking proposals from qualified marketing agencies, consulting firms, or independent specialists to develop and execute a comprehensive community awareness and donor acquisition campaign.

The focus of this campaign is a transformative, innovative new financial model: the creation of a Scholarship Granting Organization (SGO), operating under the name Denver Public Schools Foundation Opportunity Fund.

This fund will expand access, opportunities, and wrap-around supports (across academics, activities, and emerging needs) for all students of Denver, starting with youth of the greatest need.

2. The Marketing Challenge & Core Objectives

The SGO model introduces a unique tax opportunity: It allows individuals who owe money on their federal taxes to choose to redirect up to \$1,700 of their existing tax liability to a qualified and approved SGO (the DPS Foundation) instead of sending it to the federal government. It effectively costs the donor \$0 out of pocket. Furthermore, because the program covers

households earning up to 300% of the Denver Area Median Income (up to \$420,300), the vast majority of Denver working families and DPS students qualify to benefit from it.

Because this is a brand-new concept to the Denver community, the selected partner will be tasked with building a campaign that achieves three distinct goals:

1. **Awareness & Education:** Clarify what an SGO is to all key audiences including Denver community members, DPS parents, DPS educators and current donors and sponsors. Clearly explain this new tax opportunity in simple, non-jargon terms so the average taxpayer understands how a \$0 out-of-pocket donation works.
2. **Donor Conversion:** Compel individuals to actively elect to redirect their tax dollars to the DPS Foundation Opportunity Fund.
3. **Strategic Phasing:** The DPS Foundation will officially know in October 2026 if the state application is approved. The agency must plan a phased approach that prepares the groundwork early, with a rapid deployment strategy once final approval is granted.

3. Scope of Work & Deliverables

The selected partner will work closely with the DPS Foundation internal team to deliver:

- **Campaign Strategy & Messaging Architecture:** Refine the "hook" (*"If you could give up to \$1,700 to support local kids without it costing you a single penny out of pocket, would you?"*) into a multi-channel messaging framework.
- **Creative Asset Development:** Design highly scannable, easy-to-digest digital and print collateral (infographics explaining the tax mechanics, one pagers, landing page copy, social media toolkits, brief video concepts, etc.).
- **Grassroots & Digital Distribution Plan:** A highly optimized media mix recommendation (organic social, email marketing, localized PR, etc.) designed to maximize reach without heavy ad-buy reliance.

4. Budgetary Guardrails & Fiduciary Responsibility

As a 501(c)(3) nonprofit organization, the DPS Foundation operates with a deep commitment to our community and donors, ensuring that the vast majority of our resources directly benefit Denver students and schools. While this initiative is a high priority, our budget reflects our status as a mission-driven nonprofit and we still strongly believe in paying partners fairly for their expertise, creative energy, and time.

We are seeking an agile, creative partner who excels at maximizing impact within typical nonprofit budget parameters—leveraging smart, targeted strategies like high-converting organic tactics, precise digital targeting, and grassroots community mobilization. We welcome cost-effective, phased, or tiered proposal options that demonstrate how we can build a strong partnership and achieve maximum reach together.

5. Submission Requirements

Interested parties should submit a concise proposal (not to exceed 4 pages) containing the following:

1. **Capability Statement & Relevant Experience:** Brief overview of your firm/experience, specifically highlighting past work with nonprofits, tax/financial messaging, or public education campaigns.
2. **Preliminary Strategic Approach:** A basic, high-level plan outlining how you would recommend building SGO awareness and driving donor intent within the Denver community.
3. **Cost Proposal & Budget Breakdown:** A transparent, itemized pricing structure for the scope of work described. Please include any nonprofit discounts, if applicable.
4. **References:** Contact information for 2–3 recent clients.

6. Evaluation Criteria

Proposals will be evaluated based on the following metrics:

- Clarity and creativity of the preliminary strategic approach.
- Demonstrated ability to translate complex financial/tax concepts into simple, inspiring public messaging.
- Cost-effectiveness and alignment with our nonprofit budget guardrails.
- Alignment with the DPS Foundation's core values of equity, integrity and students first.

Please submit all questions and final proposals via email to Ashley Muramoto at ashley_muramoto@dpsk12.net by September 14, 2026.