



PUBLIC RELATIONS SOCIAL MEDIA COMMITTEE

January 6, 2022

PROPOSAL

The Zonta Club of Mid-Maryland Proposal which is developed by the Public Relations/Social Media Committee for the request for an Information Technology Consulting Firm to assist the committee in the re-development of the club website and linking external portals for other pages within the club's pages. The small business requirement will consider Minority-Owned, Disadvantaged, Women Owned and Veteran Owned.

STATEMENT OF WORK

The following statement of work for the request of an IT Consulting Firm which will include:

- Re-development of Zonta Club of Mid-Maryland Website
- Adding additional external storage for Club member use for archiving notes and photos
- Re-development of Social Media Pages (such as Instagram, Group Facebook Page, Public Facebook Page and LinkedIn Page)
- Adding videos to the Zonta Club of Mid-Maryland Website.

SUBMITTAL DATES AND TIMELINE OF SERVICES

- Proposal Due Date for Consideration: January 15, 2022 (11:59pm EST)
- Final Selection of IT Company (Vendor): January 15, 2022 (11:59pm EST)

TIMELINE OF SERVICES:

- I. February 2022-Website Interface (Dates : 2/ 6/2022-2/30/2022)
 - Reconfigure Website Interface
 - Add additional photos
- II. March 2022- External Storage for Website (Dates: 3/10/2022-3/28/2022)
 - Add Storage "For Members Only" External
 - Add Drop Box for Website
- III. April 2022-Redevelopment Social Media Pages (Dates: 4/10/2022-4/25/2022)
 - Connection of social media pages
- IV. May 2022- Adding New Video Releases (Dates:5/7/2022-5/31/2022)
 - Add Video Recordings from Guest Speakers
 - Add Video Recordings from District 3
- V. June 2022- Finalizing additional Storage and Google Page (Dates:6/6/2022 -6/30/2022)

BUDGET FOR IT SERVICES

Proposed Budget: \$1,700

SUBMITTAL OF PROPOSAL

The submittal of the proposal for IT Services must include the Company name, Capabilities Statement, Business website, email, business phone, minority business status, note itemized services for which the company can perform, and cost estimate information.

Three Bids will be selected in the process for the services to be completed.

Send 4-5 page proposal with rates, Capabilities Statement and Schedule to:

Zonta Club of Mid-Maryland

Public Relations/Social Media Proposal

P.O. Box 187

Glenn Dale, MD 20769

DUE DATE FOR FINAL SUBMITTAL OF PROPOSAL: December 31, 2021 (11:59 EST)

FINAL SELECTION OF IT COMPANY(VENDOR: December 31, 2021 (11:59 EST)

CONTACT

Prof. Tanya Shanklin, Allied ASID, IDEC, LEED GA

Public Relations/Social Media Committee Chair

Email: tanyashanklin@gmail.com /icsconsult@verizon.net

Cell: (301)875-8255

CC: Ms. Tracey Mitchell

Public Relations/Social Media Committee Co-Chair

Email: traceymitchell@gmail.com

Cell: (301)373-0099