

RFP: Advertising and Media Distribution Campaign to Expand FASD Awareness in Minnesota

Issued: December 2025

Due: 5:00 pm CST, Friday, February 6, 2026

1. Introduction

Proof Alliance, hereinafter referred to as the “Client,” is seeking proposals from qualified firms or consultants to implement and manage a statewide advertising campaign that increases public awareness of prenatal alcohol exposure (PAE) and fetal alcohol spectrum disorders (FASD) in Minnesota.

This campaign presents an opportunity to make a meaningful impact across the state by broadening the reach of Proof Alliance’s existing awareness materials and messages—encouraging healthy pregnancies, fostering understanding of FASD and supporting impacted families and individuals. We are looking for strategic, data-driven approaches that effectively distribute and promote these messages through digital, print, broadcast and/or outdoor channels while aligning with our mission and values.

Who We Are:

Proof Alliance has worked statewide since 1998 to prevent prenatal alcohol exposure and provide support to all impacted by FASD. While Minnesota is our home base, Proof Alliance is a national leader — one of only a few organizations in the country focused on this work, and among the biggest and most respected. Learn more at proofalliance.org.

2. Background

The Public Awareness Department at Proof Alliance implements statewide campaigns, including digital and print advertising, community outreach, social media engagement and earned media strategies.

Our previous campaigns have reached millions of Minnesotans through billboards, transit ads, streaming platforms and social media. The goal has always been to raise awareness, educate communities and encourage healthy pregnancies, while fostering understanding of FASD.

Examples of Past Campaigns:

- [Let's Have a Conversation](#)
- [We Used to Smoke on Airplanes](#)
- [FASD Explainer - Hero](#)
- [What's Your Superpower?](#)
- [The FASD Umbrella](#)
- [Want Proof?](#)

The selected firm or consultant will work with Proof Alliance to implement and evaluate an advertising campaign that broadens the reach of existing FASD awareness and PAE prevention materials through strategic distribution channels.

Target Audience:

- Trying to conceive, pregnant individuals and their partners, young families in Minnesota

Key Activities and Deliverables:

Activity	Deliverables
Campaign Planning	Plan and manage campaign frequency, volume and channels to maximize visibility of existing creative assets and messaging, ensuring alignment with brand guidelines.
Advertising Execution	Implement paid media strategy across digital, print, broadcast or outdoor platforms. Include expected volume/frequency.
Performance Tracking	Provide KPIs including reach, impressions, engagement, website visits, social shares and survey-based awareness measures.
Final Report	Submit a summary of results, outcomes, lessons learned and recommendations for future campaigns. Include post-campaign analysis.

Campaign Period: April 1, 2026 – June 30, 2026

4. Proposal Requirements

Proposals must include:

- a) Overview of your organization or firm, including qualifications and relevant experience
 - b) Description of proposed approach, methodology and distribution strategy
 - c) Detailed project budget (up to \$15,000, inclusive of fees; please specify if media buys are included or separate)
 - d) Campaign timeline, milestones and suggested check-ins
 - e) Examples of similar advertising or public awareness work
 - f) References from at least one past client
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5. Timeline

Milestone	Date
RFP Issued	December 2025
Proposal Submission Deadline	February 6, 2026 (5:00 pm CST)
Consultant Selection	February 20, 2026
Campaign Planning Begins	February 23, 2026
Campaign Implementation Begins	April 1, 2026
Campaign End	June 30, 2026
Final Report Due	July 10, 2026

6. Funding

The total available budget for all deliverables is up to **\$15,000**, inclusive of all agency fees and media buys.

7. Evaluation Criteria

Proposals will be evaluated based on:

Criteria	Weight
Experience and qualifications	25%
Approach and methodology	25%
Project timeline and feasibility	20%
Past performance and creativity	15%
Cost-effectiveness	15%

Proof Alliance encourages proposals from minority-owned, women-owned and community-based businesses, as well as firms located in Minnesota.

8. Submission Instructions

Submit proposals electronically by **5:00 p.m. CST, Friday, February 6, 2026** to:

Alyssa Huether

Prevention Manager, Proof Alliance

Email: alyssa.huether@proofalliance.org

Call to Action:

We welcome proposals that are strategic, targeted and impactful—approaches that will expand the reach of existing Proof Alliance materials and inspire meaningful engagement around FASD awareness and prevention. Agencies are encouraged to think innovatively about channels, placements and partnerships to maximize campaign visibility and effectiveness.

Include “Advertising and Public Awareness RFP” in the subject line. Late submissions will not be accepted.

Proof Alliance reserves the right to accept or reject any or all proposals, negotiate with qualified bidders or cancel this RFP in part or in its entirety if it is in the best interest of the organization.