



*Wednesday, February 14, 2007*

## **Request for Proposals – YouthLaunch No Kidding Franchise Kit**

### **I. Summary**

YouthLaunch is creating a comprehensive No Kidding Franchise Kit for the development and implementation of a No Kidding program for use by interested communities, both inside and outside the state of Texas. This Franchise Kit will include forms, plans, timelines, samples, and electronic files to assist in the replication of a No Kidding program.

YouthLaunch is seeking proposals from potential Contractors to design and create this Franchise Kit. The Contractor will work closely with YouthLaunch and the Office of the Attorney General to bring together all current documents and information; develop new documents, policies & procedures, and other materials; and design and create print and electronic deliverables (utilizing the No Kidding branding materials that are being developed separately).

### **II. Timeline**

Work to be completed by May 31, 2007. Interim deadlines and approval points will be developed between Contractor and YouthLaunch. The Contractor will work closely with the YouthLaunch No Kidding Program Coordinator to ensure that the Franchise Kit meets within the specifications of YouthLaunch and the Office of the Attorney General.

### **III. Deliverables**

The Contractor will create a No Kidding Franchise Kit for the replication of the No Kidding program that will include all forms, policies, procedures, guidance, and other materials. This kit will be in a printed form that can be replicated for distribution. In addition, Contractor will convert all possible elements into electronic documents, creating both a CD version of the entire Franchise Kit and individual documents for download on the No Kidding website.

The kit will be structured as a community No Kidding start-up guide and will encompass (at a minimum) all of the following components:

- 1) Needs Assessment (guidance and sample documents on how to determine community need for the program)
- 2) Project Organizational Model (guidance on designing a organizational structure to fit the needs, sample job descriptions, organizational charts, etc.)
- 3) Project Logic Model – outlining the activities, outputs, outcomes and impact of the program

- 4) Partner Identification, Development, and Planning (community meetings, matching need to services, etc.)
- 5) Capacity Building
  - a. Resources (budget development, identification and development of potential funders, sample proposals, etc.)
  - b. Partnership agreements (sample agreements, suggestions on development of critical partnerships, and other materials)
  - c. Planning committee
- 6) No Kidding Implementation
  - a. Recruitment & training of Peer Educators (recruitment strategies, peer educator job descriptions, interviewing guidance, training curriculum, incentives, etc.)
  - b. Implementation of the program (timeline, guidance and forms, from planning to recruitment to implementation to evaluation).
  - c. Sample policies & procedures
  - d. Curriculum
- 7) Peer Educator Support (team meetings, job readiness, on-going training, and other guidance)
- 8) Evaluation (tools and results from current sites)

Many of these materials have been created (logic model, job descriptions, curriculum, recruitment materials, policies & procedures, training materials, planning documents, etc.). The Contractor will be responsible for assessing the overall needs of the Franchise Kit, culling existing resources, developing and/or overseeing the development of elements that are missing, and creating the final deliverables.

#### IV. Process

YouthLaunch will be accepting proposals from interested Contractors through 5 pm on Wednesday, February 28, 2007. Proposals should include a scope of proposed work, including a preliminary timeline and estimated cost for the project. In addition, proposals should include references and samples of past work.

You may e-mail your proposal to [rruiz@youthlaunch.org](mailto:rruiz@youthlaunch.org), or mail it to:  
YouthLaunch  
7756 Northcross, Suite 203  
Austin, Texas 78757

YouthLaunch anticipates choosing a contractor by Friday, March 2, 2007, and will negotiate a final agreement with the Contractor chosen for this project. Work should commence by March 5, 2007, or on the date of the final signed, negotiated agreement between YouthLaunch and Contractor.

The final, approved deliverables must be completed and conveyed to YouthLaunch by Thursday, May 31, 2007. For more information about YouthLaunch, visit [www.youthlaunch.org](http://www.youthlaunch.org). Questions about this RFP should be e-mailed to [rruiz@youthlaunch.org](mailto:rruiz@youthlaunch.org).