



**CA HOPE for Children Trust Account Program Board**

**Request for Proposals No. HOPE06-25  
Marketing and Outreach Services**

March 24, 2026

The following information is provided in response to questions received by the California HOPE for Children Trust Account Program Board (HOPE) regarding Request for Proposals No. HOPE06-25 (RFP) for Marketing and Outreach Services.

**Responses to Written Questions**

1. For a contract value of \$295,000 and 200 total hours, may we inquire why the minimum qualifications require past experience with budgets in the 6 million to 10 million range?

**See Addendum No. 1 to the RFP, Section 2 - Minimum Qualifications for Proposers which adjusts the requirement to five (5) years of experience managing media and public relations campaigns with a project budget between \$250,000 and \$500,000.**

2. Are there specific enrollment barriers HOPE has already identified that the marketing strategy should directly address?

**Yes, Section 1.2 of the RFP provides a background section that gives a general overview. Generally, the limitation of data sharing is the largest barrier for HOPE. Eligible foster youth identity data is protected by federal privacy laws and therefore HOPE cannot directly contact the foster population except for those who have signed up to be noticed. Please also reference Question 34 below for more information.**

**Additionally, there is no comprehensive data list of eligible COVID-bereaved individuals; those individuals must self-identify through marketing and community outreach.**



3. Can HOPE share any existing research, audience insights, or segmentation used to project the estimated 46,552 eligible children at launch?

**The estimated 46,552 figure specific to foster youth was derived from data provided by the California Department of Social Services (CDSS), which will be shared with the selected Contractor.**

4. Does HOPE have priority populations within the eligible groups (e.g., age bands, regions, languages) that should be emphasized first in the phased outreach approach?

**HOPE is prioritizing all eligible youth with an emphasis on youth ages 13 and above for enrollment and 18 and above for disbursement.**

5. For language access: which languages beyond English and Spanish are required or anticipated?

**HOPE anticipates for the long-term providing materials in the top ten languages spoken in California. For the purpose of this contract, the focus will be on English and Spanish language access.**

6. Which social media platforms are pre-approved or preferred for HOPE's official channels?

**Instagram, Facebook, LinkedIn, and X.**

7. Will HOPE or the Contractor be responsible for community management (e.g., responding to comments, direct messages)?

**The selected Contractor is expected to assist HOPE with community management; however, the responsibility will remain with HOPE.**

8. Will HOPE provide a list of priority partners (CBOs, counties, foster youth organizations, tribal partners) for outreach and enablement?

**Yes, HOPE will share more information as to its community contacts and partners with the selected Contractor.**



9. What level of involvement does HOPE expect from the Contractor in the ambassador program (recruitment, training, content creation, management)?

**HOPE will recruit the first set of ambassadors. The Contractor will have access to the Ambassadors for the purpose of community outreach and marketing their quotes, stories, images, etc., for the benefit of HOPE.**

10. Are there existing trusted messenger networks the Contractor should integrate with?

**Yes, HOPE will share more details with the selected Contractor.**

11. Does HOPE have existing media relationships or preferred outlets the Contractor should leverage?

**No.**

12. Will the Contractor be responsible for crisis communications or rapid-response messaging?

**The selected Contractor should be prepared to assist in crisis communications and/or rapid-response messaging should the need arise.**

13. How will enrollment attribution be tracked or validated for marketing-related conversions?

**HOPE has tracking systems and processes in place that will be shared with the selected Contractor.**

14. Are there specific KPIs HOPE already uses or prefers beyond impressions, clicks, and reach?

**No. Refer to Addendum No. 1 to the RFP and Section 1.3 (Scope of Work) of the RFP for more information on KPI HOPE requirements.**

15. Are paid media dollars included within the \$295,000 contract maximum, or will HOPE fund media buys separately?

**No, paid media is not included in this contract. Refer to Addendum No. 1 to the RFP and Section 1.3 (Scope of Work) of the RFP which includes the contract maximum.**



16. For collateral creation costs: does HOPE expect print production or only print-ready files?

**Print-ready files.**

17. How frequently does HOPE anticipate status meetings?

**HOPE anticipates weekly status meetings, but this frequency may change depending on program needs.**

18. What email marketing service platform, or CRM are you using, if any, to deploy eblasts and create email templates?

**Emma email marketing software.**

19. What have been your enrollment numbers per year, for the last three years?

**HOPE is a new program and does not have prior enrollment numbers.**

20. Since the contractor will have little-to-no control over the final steps in the process to ensure enrollment, thus making it difficult to guarantee your enrollment goal numbers, what is the goal number range for qualified leads?

**The goal for the HOPE program would be 4,500 enrollments after the first year following launch.**

21. To more accurately estimate potential direct and indirect costs, how much has been spent on printing per year, for the last three years?

**The HOPE program is a new program and does not have prior printing amounts or costs.**

22. To more accurately estimate potential direct and indirect costs, what has been printed in previous years, and in what amounts?

**See response to Question 21.**

23. What was your spend on ethnic and community media last fiscal year per AB-1511?

**The HOPE program is a new program and does not have any prior ethnic or community buys.**



24. If we have a video production company that will produce x-number of videos for y-dollars for testimonials and social content, does that qualify as an "other direct cost?"

**Yes. For those items, an estimated quantity and per unit cost shall be included.**

25. Does "The hourly rates identified will be utilized in the resulting contract for reimbursement for services performed. All-inclusive flat fees and/or retainer fees will not be accepted for consideration," prohibit all package rates, including from all sub contractors?

**Blended rates are acceptable for billing but individual rates must be provided in Direct Labor and other activities to be paid must be provided in Direct Costs within the Cost Proposal worksheet (Attachment 3) for evaluation purposes.**

26. Please clarify this requirement: "Five (5) years of experience managing media and public relations campaigns with a project budget between six million dollars to 10 million dollars." Considering the proposed budget for this contract is a fraction of the budget listed in the minimum qualifications, is the 6 to 10 dollar range an error?

**See response to Question 1.**

27. Is paid media included in this scope?

**See response to Question 15.**

28. Does the contract include a separate budget for paid media placement, or should proposers assume that media buying must be covered within the contract amount?

**See response to Question 15.**

29. Should the contractor include earned media strategy, press outreach, and media relations as part of the scope?

**Yes, see Section 1.3 (Scope of Work) of the RFP.**

30. Does the State expect the contractor to produce video, photography, or multimedia content, or will the focus primarily be on strategy and messaging?

**The primary focus of the RFP is strategy and marketing.**



31. Can HOPE confirm whether any paid media budget exists outside of the \$295,000 not-to-exceed contract amount, or whether all paid media-related costs are expected to be included within Attachment 3 and the total contract budget? In addition, is the required assumption of 200 total annual staff hours intended solely for proposal evaluation, or does it represent HOPE's anticipated annual labor level for contract performance across the full scope of work and deliverables.

**See responses to Questions 1 and 15, and Addendum No. 1 to the RFP. The 200 total annual staff hours are intended for proposal evaluation.**

32. Section 1.2 Background states that research indicates an estimated 8,000 additional children will become eligible for Cal HOPE annually after launch. What segment are these 8,000 eligible children part of - the long-term foster youth, or COVID-bereaved?

**This segment is part of the foster youth, as COVID-bereaved totals will lessen over time as COVID-bereaved will only be from the COVID pandemic time period March 2020 - May 11, 2023.**

33. Are you able to share existing research with us?

**See response to Question 3.**

34. Section 1.3 A (SOW) states that a full marketing program, identifying the target audiences will be a component of the initiative. Will any database research be available to the agency to start targeting the initial 46.5K children?

**No. Regarding foster youth, data sharing is limited due to federal privacy laws around foster youth. Direct information sharing with foster youth is expected to be very minimal, limited to those individuals who have signed up to be notified of the Program's updates so they can apply. Foster youth are primarily expected to be identified through All County Welfare Notice (ACIN), which will alert County entities of the eligible foster youth and who ideally will notify and/or help eligible youth to apply.**

**Regarding the COVID-bereaved population, there is no comprehensive list of potentially eligible COVID-bereaved individuals as it pertains to the HOPE program.**



35. Project Management - Beyond enrollment numbers, what does success look like for this program?

**Total disbursements and total youth enrolled.**

36. Project Management - What does the path to application and enrollment in a HOPE trust account look like?

- i. **Possible eligible youth apply,**
- ii. **Eligibility verification,**
- iii. **Eligible youth approved,**
- iv. **Youth account created,**
- v. **Youth account activated,**
- vi. **Disbursement after youth turns 18 years old; account can be held until 27 years old.**

37. Project Management - How will the eligibility of COVID-Bereaved Youth be confirmed?

**Eligibility will be determined by the COVID-bereaved youth meeting financial income requirements and providing required documentation of parent/guardian/Tribal custodian's passing due to COVID during federally declared pandemic (March 2020 - May 11, 2023)**

38. Project Management - Does HOPE already have established partnerships with other state agency programs to assist with enrollment? If so, can you please give us insight into the partnership initiatives?

**No.**

39. Project Management - Can you please share the difference in roles and responsibilities between what the contractor will do versus the program administrator?

**The selected Contractor will perform the marketing and outreach services outlined in Section 1.3 (Scope of Work) of the RFP. These services will not be performed by program administrator. Refer to the RFP.**



40. Communications Messaging - Upon a trust withdrawal, how can the trust account funds be assured to be released solely to the youth and not to the foster parents/guardians?

**HOPE has implemented various measures to ensure funds are distributed to the youth, including identify verification. Funds will be released to a youth 18 and over and only in the youth's name.**

41. Creative - Section 1.3 C states that the scope of work includes establishing (building) the programs social media channels (IG, FB, etc.), developing content and posting 2x/week. Please confirm if the expectation is for these channels to include paid media, or is the vision to be all organic posting?

**Paid media is not included in the scope of work for this RFP. See response to Question 15. Refer to Addendum No. 1 to the RFP and Section 1.3 (Scope of Work) of the RFP.**

42. Creative - Will the state agency or HOPE teams will be responsible for community management or is the expectation for the contractor to manage owned social community management?

**See response to Question 7.**

43. Media - Given the highly targeted audience approach, will the STO be able to share data to reach Foster and/or Covid Bereaved youth?

**No.**

44. Media - Will the contractor be able to pixel the website all the way through enrollment?

**No.**

45. Media - Will the contractor have access to enrollment data?

**No.**

46. Outreach - Does HOPE currently have established partnerships with organizations serving foster youth or COVID-bereaved youth that will assist with outreach and education.

**Yes, more information will be provided to the selected Contractor.**



47. Outreach - Will the contractor be expected to identify and establish new partnerships with community-based organizations, advocacy groups, or youth-serving nonprofits to support outreach and enrollment?

**Yes, in coordination with program.**

48. Outreach - Will the Program provide guidance on priority regions or counties with higher concentrations of eligible youth to inform outreach planning?

**Yes.**

49. Outreach - Does the Program anticipate hosting informational webinars, partner briefings, or training sessions for organizations supporting eligible youth and families?

**Yes.**

50. Public Relations - Does the Program anticipate a milestone-based earned media approach (e.g., program launch, enrollment milestones, partnership announcements, annual impact updates, legislative updates), or does the Program envision ongoing media pitching and engagement throughout the duration of the contract?

**This will be determined between HOPE and the selected Contractor. Refer to Section 1.3 (Scope of Work) of the RFP.**

51. Public Relations - Are there anticipated program milestones or announcements that the contractor should plan for as part of the earned media strategy?

**Yes, including but not limited to, anniversaries, and major milestones.**

52. Public Relations - Does the Program anticipate a formal public launch announcement for HOPE, and if so, should the contractor plan for a press conference or other announcement event as part of the communications strategy?

**This will be determined between HOPE and the selected Contractor.**

53. Public Relations - Will the contractor be responsible for developing the program's core messaging framework, including key messages, talking points, and narrative positioning for the HOPE Trust Account Program?

**Yes.**



54. Public Relations - Does the Program anticipate the need for media training or message preparation for program leadership or designated spokespersons prior to major announcements or media interviews?

**No.**

55. Ambassador Program - The Scope of Work references development of an ambassador program. Can the Program provide additional detail regarding the intended structure of this program (e.g., anticipated size, youth participants, community advocates, or partner organizations)?

**The scope of the Ambassadors Program will be determined in conjunction with HOPE and the selected Contractor. Refer to Section 1.3 (Scope of Work) of the RFP.**

56. Ambassador Program - Will the selected contractor be responsible for recruiting and managing ambassadors, or will the Program provide initial participants or partner organizations for the ambassador initiative?

**See response to Question 9.**