



Ceremonies Marketing Plan

Invitation to Tender

Introduction

Humanist Ceremonies™ is a network of members of the British Humanist Association (BHA) in England, Wales, and Northern Ireland who are trained and accredited as celebrants by the BHA to take non-religious funerals, weddings, and naming ceremonies. Each of the ceremonies they conduct is unique, created especially for the people involved, and they conduct many thousands each year. BHA celebrants receive ongoing support and professional guidance in the form of an annual celebrant conference, web pages to advertise their services, access to 'How to...' guides, plus dedicated staff to support them.

Environment

We know that levels of religiosity are low and declining. Religiosity is notoriously difficult to measure but we can be reasonably confident that between 25% and 55% of the UK's population does not affiliate with a religious group.

We acknowledge that the vast majority of our clients are not overtly 'humanist' and choose our ceremonies because they simply want a non-religious occasion that is personal.

Celebrancy is currently an unregulated industry. This leads to significant issues across funerals and namings (and to some extent weddings) as anyone can conduct them. At a time when magazines are increasingly expensive and newspapers are focusing on advertising rather than editorial, the main channel to hear about Humanist Ceremonies™ is social media, the web, radio, magazines and word of mouth, with newspapers to a lesser extent. A YouGov poll in July 2016 ascertained that there is still some way to go before saturation levels of awareness about humanist ceremonies are reached on social media. Increasing our online output is therefore a cost effective and essential way of driving people to the website to find a celebrant and learn about our services.

What we are now seeking to do

The BHA aims to increase the number of ceremonies performed by its celebrants each year, and to ensure that every person in England, Wales, and Northern Ireland who would wish to have a non-religious ceremony is aware of Humanist Ceremonies™.

The BHA seeks to market Humanist Ceremonies™ in three ways:

- i. By raising awareness among the public of the availability of Humanist Ceremonies™
- ii. Through strategic national marketing of the three core ceremonies offered by celebrants;
- iii. By providing celebrants 'on the ground' with resources to market their own services.

What we now wish to commission

We now wish to commission an agency or individual who will enact our marketing plan on our behalf and will:

1. Research and launch a national public campaign that raises the profile of Humanist Ceremonies™ as a provider of humanist weddings, namings, and funerals.
2. Co-ordinate media relations for Humanist Ceremonies™ to maximise the reach of the campaign and ongoing work.
3. Arrange for Humanist Ceremonies™ to participate in events and exhibitions to maximise the reach of the campaign and ongoing work.
4. Co-ordinate the creation or adaptation of marketing resources for celebrants to use in their local area.
5. Lead on a recruitment campaign to increase the Humanist Ceremonies™ network in geographic areas in which there are currently no Humanist Ceremonies™ celebrants.

Budget

All of this should be delivered to a total budget of £38,000, inclusive of VAT and consultancy costs. Suggested budget spends, not including consultancy costs, are:

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|--------------------------------|--------------|
| ● Paid-for media | £7500 - 8500 |
| ● Social media sponsored posts | £2000 - 3000 |
| ● Video production | £3000 - 6000 |
| ● SEO | £2000 - 4000 |
| ● Research | £800 - 1400 |
| ● Exhibitions | £1500 |
| ● Printing | £1000 - 2000 |
| ● Design | £1800 - 2500 |
| ● Other costs | £400 - 800 |

Please provide a breakdown of your own costs additional to the above as part of the tender.

Timetable

- Tender to arrive no later than 09:00 on 18 April 2017
- Interviews for possible contractors on 20 and 21 April 2017
- Contract awarded 21 April 2017
- Activity to start 24 April 2017
- Final activity completed by end of December 2017

Working with us

This piece of work is being led by the BHA Director of Community Services, Teddy Prout, and he will be the main point of contact.

With the help of the head of Ceremonies, the Marketing Advisory Committee, and celebrants in the network, you will work to a project plan laid out in the tender. You will be required to attend monthly meetings to report against the plan, consult with the network when appropriate, and provide interim progress reports as requested. You may also be required to consult outside of this network with other stakeholders and experts.

What we require from the successful contractor

What we require is an experienced marketer that can demonstrate:

1. A willingness to work with the BHA on key aspects of the project as it develops and help to identify solutions to those issues that arise. You should be able to demonstrate partnership work of this nature.
2. An ability to lead a high quality marketing campaign for the general public and industry specific audiences.
3. An ability to deliver tangible products that directly lead to an increase in market share.

Administration of tender

A full response to this tender can be submitted electronically to: tony@humanism.org.uk.

This must arrive by 09:00 on 18 April 2017.

Tender conditions

Applicants are invited to submit a **fixed price tender including all expenses** for undertaking the commission **as described in this document**.

Potential suppliers will meet their own costs of responding to this tender and of any costs they incur for other activities associated with this tender.

The supplier must be willing for the response to this tender to form part of the contractual relationship with BHA.

Submissions for selection should include:

- Details of how you would seek to work with the BHA relation to the information contained herein and also in terms of adding value to any information already given.
- A breakdown of person days and costs for undertaking the work.
- Details of experience relating to similar work.
- Description of methodology proposed for undertaking this work with timetable/work plan and how you will engage with us and report to us.
- Summaries of two recent projects with details of contact names of clients who may be approached for reference.

Submissions will be assessed, and selected, on the basis of tender documents which should demonstrate a clear understanding of the brief. We will also take account of:

- Track record of successful delivery of similar area of marketing.
- Demonstrable ability to meet deadlines.
- Value for money.
- A willingness to work in partnership with the BHA and related stakeholders.

Tender documents should clearly identify how the provider can meet all the requirements outlined in this Invitation to Tender.

Further questions

Further background information, including a **draft timeline for a breakdown of the activities**, can be obtained by email from Teddy Prout, Director of Community Services (teddy@humanism.org.uk).