



**Infrastructure for Advocacy
Strategic Communications for the
St. Louis Aging Services Network**
Request for Proposals

Issued
October 24, 2025

Proposals Due
November 10, 2025

Infrastructure for Advocacy: Strategic Communications for the St. Louis Aging Services Network

The City of St. Louis Senior Citizens' Services Fund, doing business as the St. Louis City Senior Fund (hereafter "Senior Fund"), a political subdivision of the State of Missouri, invites qualified consultants or agencies to submit proposals to provide services as described herein.

Senior Fund seeks to select a consultant to develop and implement a comprehensive communications strategy that advances the shared mission and vision established through the *Infrastructure for Aging Services* project and upholds the vision and mission of the St. Louis City Senior Fund.

Proposals must be received by 5:00 p.m. on Monday, November 10, 2025, via email to Ms. Nicole Brueggeman at info@stlseniorfund.org.

BACKGROUND ON SENIOR FUND

On November 8, 2016, the voters of the City of St. Louis approved the levy of a \$.05 per \$100 assessed valuation property tax to fund the Senior Fund. This tax is authorized by Sections 67.990 – 67.995 R.S. Mo. and was placed on the ballot as provided by law by Ordinance 70314. Senior Fund is governed by a seven-person Board of Directors appointed by the Mayor of the City of St. Louis and approved by the Board of Aldermen. Senior Fund has three full-time employees. Since its inception, Senior Fund has supported older adult programs and services in the City of St. Louis through distribution of over \$13 million in grants to directly support services for older adults.

PROJECT OVERVIEW

Through its leadership of a 13-week strategic capacity building project, the Senior Fund and Marillac Mission Fund engaged more than 90 individuals and 60 organizations to co-design a regional framework that strengthens the aging services network. The resulting report, *Infrastructure for Aging Services*, provides recommendations to advance the entire aging service delivery network across the St. Louis metropolitan region. The project emphasized the need for infrastructure that supports advocacy for older adults across multiple systems, ensuring that older adults are not overlooked as new policies, plans, and implementation strategies emerge amid changing federal and state funding landscapes.

Infrastructure priorities include shared messaging, communications toolkits, coordinated outreach strategies, and the promotion of a unified coalition of regional advocates to help aging-service systems remain resilient, relevant, and sustainable. Many aging-service providers and civic leaders have reported fragmented communication across organizations and sectors. This

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fragmentation contributes to public misunderstanding about aging, underinvestment in critical services, and a lack of coordinated policy advocacy.

Currently, the experiences, needs, and contributions of older adults and their families are often overlooked in local and regional planning and institutional decision-making. Many potential partners could integrate support for older adults into their work while also recognizing that aging affects everyone—themselves, their families, and their communities.

The [Missouri Master Plan on Aging](#) underscores this opportunity in its cross-cutting theme, *Communicating and Public Awareness*:

“Many Missourians are unaware of existing support available to them. Organized outreach, plain language materials, and culturally responsive communication are needed across all domains.”

This RFP seeks to carry those goals forward by developing a communications strategy and subsequent campaign that helps people of all ages feel part of creating an age-friendly city and region. The campaign should make clear that everyone has a role to play and should invite residents, organizations, and sectors to participate in building communities where aging is recognized as both a highly individualized experience and a collective opportunity.

PROJECT GOALS

- Create a strategic communications roadmap for the St. Louis aging services network.
- Equip partner organizations and civic leaders with a suite of communication tools that amplify a shared, age-friendly narrative (e.g., digital frames, templates, and audience-specific messaging).
- Incorporate data-driven messaging that reflects the domains impacting older adults in the City of St. Louis and across the region.
- Ensure that older adults 60+ have greater visibility, easier access to care and services, and stronger community support as the region continues to age.

SCOPE OF WORK

The selected consultant will collaborate with Senior Fund staff, grantee partners, and other stakeholders to design and implement a strategic communications plan that includes the following components:

1. Strategic Alignment and Messaging Framework

- Develop a shared communications framework aligned with the *Infrastructure for Aging Services* recommendations and other Senior Fund priorities.
- Utilize existing resources such as the *Infrastructure for Aging Services* report (to be supplied after the contract begins), [Missouri Master Plan on Aging](#), [National Reframing Aging Initiative](#), and [AARP Livable Communities](#).

2. Audience and Stakeholder Engagement

- Identify and segment key audiences (e.g., older adults, service providers, policymakers, funders, and the general public).
- Develop messaging tailored to key segments while reinforcing a unified regional narrative around aging and inclusion.
- Recommend strategies to strengthen collaboration among organizations serving older adults and align messaging across the field.

3. Storytelling and Content Development

- Produce compelling narratives, visuals, and materials that highlight person-centered aging experiences and the accessibility and impact of local services.
- Develop messaging that helps the public and decision-makers understand the region's rapidly aging population and the importance of proactive investment.
- Develop feature stories of older adults, caregivers, and providers that reflect the universality and dignity of aging.

4. Communications Toolkit

- Develop tools that clearly articulate the consequences of state and federal funding cuts and reinforce the value of local funding sources.
- Design messaging tailored to policymakers and influencers, emphasizing the effective use of public resources.
- Create concise, easy-to-use materials for diverse audiences.
- Provide a communications timeline or editorial calendar to guide campaign rollout and content coordination.
- Develop an evaluation plan outlining outcomes and metrics to measure the campaign's success (e.g., message consistency, media reach, audience engagement, stakeholder feedback).

PREFERRED QUALIFICATIONS

To be considered, a firm must be:

- Located within Missouri, preferably in the St. Louis metropolitan region.
- Demonstrate understanding of direct service delivery and its relationship to local, state, and national policy.
- Have experience working with quasi-governmental or independent public agencies.
- Demonstrate success in collaborating with diverse coalitions and embedded systems of service delivery.
- Possess familiarity with the St. Louis landscape (strongly preferred).
- Demonstrate the ability to meet project deadlines and deliverables.
- Provide examples of prior work focusing on **social change and narrative building**.

PROPOSAL SPECIFICATIONS

Proposals should address the following items in order. Hyperlinks to webpages or work samples are welcome.

- **Firm Description:** Provide a brief description of your firm (staff size, number of professionals, industries served) and identify the lead contact person with title and contact information.
- **Scope of Services:** Describe your understanding of the scope of services and deliverables.
- **Team Approach:** Outline your approach to develop strategic messaging and communication tools.
- **Experience:** Provide at least two examples of relevant past projects and describe the strengths you bring to such work.
- **Approach to Deadline:** Explain how your firm will meet a **March 13, 2026** deadline for completing the Scope of Work.
- **Budget:** Provide a budget not to exceed **\$55,000** for the Scope of Work described.
- **Conflicts of Interest:** Disclose any existing or potential relationships between your firm and the Senior Fund or its [Board of Directors](#) that could affect independence or objectivity.

TIMELINE FOR PROCUREMENT PROCESS

Proposals must be submitted no later than **5:00 p.m. on Monday, November 10, 2025**, to:

Ms. Nicole Brueggeman
Executive Director – St. Louis City Senior Fund
info@stlseniorfund.org

Senior Fund staff will review all proposals and invite selected firms to participate in online interviews scheduled for **November 11–14, 2025**.

A final recommendation will be presented to the **Board of Directors on Thursday, November 20, 2025**.

It is the Senior Fund's intent to enter into an agreement with the selected contractor **on or before December 15, 2025**.

Questions regarding this RFP or the Senior Fund may be submitted to Ms. Nicole Brueggeman at info@stlseniorfund.org before the deadline.

SELECTION CRITERIA

Senior Fund reserves the right to select the organization that best meets the time-sensitive needs of this project. Considerations will include, but are not limited to:

1. Quality and feasibility of the proposed approach.

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2. Understanding of key stakeholders and audience-specific communication needs within a broader strategic narrative.
3. Responsiveness to the project timeline and sensitivity to evolving state and federal contexts.
4. Relevant staff experience and qualifications.
5. Proposed budget and value.

RIGHT TO REJECT PROPOSALS

Senior Fund reserves the right to reject proposals submitted, to request additional information or clarification from any or all applicants, and/or negotiate changes with applicants at any time before, during, or after the procurement process. A respondent's submission of a proposal in no way guarantees procurement. No entitlement to funding for any individual or organization at any level is expressed or implied.