



FAMILY MATTERS YORK

Invitation to Tender Visibility & Engagement project

The purpose of this commission is to appoint a freelance professional or external contractor to support Family Matters York (FMY) to increase its visibility, engagement and supporter base and to put in place sustainable improvements to our organisation's marketing, communications and engagement capabilities.

Background

About Family Matters York

Family Matters York is a small, York-based Christian charity which aims to strengthen family relationships. We offer a series of parenting courses, which combine evidence-based content around positive parenting approaches with space for parents to share experiences. In addition, we offer couples peer mentoring and themed events focused on laying strong relationship foundations and overcoming common challenges. We encourage families and equip them with tools and strategies, helping them to strengthen connections, achieve more harmony at home, and improve wellbeing. Our services are free of charge to all families in York and the surrounding area regardless of age, ethnicity, financial situation, family structure, sexuality, or relationship status.

About the project

We have secured a grant from the Organisational Development Fund to enable us to improve our visibility and engagement. We are seeking a partner/contractor to devise a marketing and communications strategy that will improve our ability to engage with families, community partners and financial supporters. A key goal of the strategy will be to strengthen our financial resilience by diversifying our income streams and broadening our supporter base.

Your expert input would enable us to improve the clarity, consistency and impact of our messaging, increase our visibility, and ensure more families feel encouraged to access our support. This would enable us to scale up our work and reach more communities in need. By clearly articulating our impact and targeting communications at new financial backers such as local businesses, we would be better positioned to bring in new income sources to meet increased demand.

Desired Outcomes

Through this contract we are seeking to deliver the following high-level outcomes:

- Increased clarity, consistency and impact of messaging.
- Identification of new income streams / diversified supporter-base.
- A step-change in capacity and capability of existing team (staff and volunteers) to undertake communications, marketing and engagement activities
 - Tools and templates
 - Training and support
- An embedded approach that will enable us (over time) to deliver an increase in uptake of our service offer:

- Increased awareness amongst key target audiences
- more individuals and families feeling able to come forward for support
- reduced stigma around seeking help

The aim of this contract to put in place **sustainable improvements** that can deliver results beyond the contract term and enable FMY to grow in its impact over the coming years. We are seeking a partner who will focus on equipping and upskilling the existing team (staff and volunteers) to deliver work in the future, not just provide services for the duration of the contract.

Activities / outputs

We are open to different approaches to deliver the outcomes listed and are flexible on the specific activities undertaken so long as they deliver the outcomes required. The following provides a list of the key activities and outputs that we would expect to be delivered over the course of the contract period.

Outcomes	Outputs
<i>Supports all outcomes</i>	Marketing, Engagement and Communications Strategy and multi-year delivery plan
Increased clarity, consistency and impact of messaging	Strategy/plan for multi-channel marketing, including key messages for different service user groups, and schedule/timelines for campaigns
	Web copy
	Templates/suggestions for various types of social media posts (e.g. promoting upcoming services, demonstrating impact, fundraising)
	Template for direct messages/letters to steward engaged groups (e.g. donors, service users, collaborating organisations)
	Template newsletters
	Branded promotional material for individual services
Identification of new income streams / diversified supporter-base	Stakeholder map with prioritised list of potential future funders identified
	Strategy/plan for engagement with potential future funders
	Promotional materials suitable for different stakeholder audiences (e.g. businesses, churches)
Step-change in capacity and capability of existing team	Suite of templates to be deployed within Mailchimp
	Improved set-up of existing systems and/or deployment of new tools (e.g. mailing automations)
	Templates to be used on social media
Increased uptake of service offer	Stakeholder map with prioritised list of potential future service-users identified
	Strategy/plan for engagement with potential future service-users

	Promotional materials suitable for different stakeholder audiences (e.g., service-users)
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Contract Term

The contract is expected to commence no earlier than September 2026 and will be for the required duration to deliver the outcomes stated in the specification. We anticipate it will take **12 to 30 weeks** to deliver the project depending on the approach taken. Flexibility will be required to work with the FMY team and ensure delivery of the specified outcomes.

Contract Value

The total budget available for this contract is £8,600.00.

The contract will be awarded on the basis of the contractor who can best meet the requirements of the service specification within the budget available.

How to respond

We will host an **online briefing at 10am on Thursday 11 June** (up to 1 hour) which will provide an opportunity to ask questions about the project and seek clarification on any issues. A summary of questions asked, and answers given, will be shared with any parties who have expressed an interest in responding. If you are interested in attending the briefing, please email Kath Weston (kathweston@fmy.org.uk) and the Zoom meeting link will be sent to you.

We invite any interested parties to apply for this work by completing the tender response document with details of your costings and proposed approach to the project. Please send your completed form by **12 noon on Tuesday 30 June 2026** to **Kath Weston**, Charity Manager at kathweston@fmy.org.uk.

Shortlisted contractors will then be asked to attend an interview in person at our office at St Chad's Church Hall, Campleshon Road, York, YO23 1EY. Provisional dates for the interviews are the **afternoon of Tuesday 7 July** and the **morning of Wednesday 8 July**.

Thank you for your interest in this project!