STRIDE ACADEMY

Request for Proposal

Strategic Content Creation, Storytelling & Digital Engagement Services

Issue Date: June 10, 2026
Proposal Due Date: June 30, 2026



ADDRESS:
3241 OAKHAM LANE
ST. CLOUD MN 56301

PHONE:
320-230-5340

WEB:
WWW.STRIDEACADEMY.ORG

01 Introduction

STRIDE Academy is seeking proposals from qualified marketing, communications, media production, and content strategy firms to provide comprehensive storytelling, content creation, photography, videography, social media management, and digital engagement services.

The purpose of this partnership is not simply to create content, but to strategically strengthen enrollment, retention, community trust, staff recruitment, brand awareness, and stakeholder engagement through consistent and authentic storytelling.

STRIDE Academy is seeking a long-term strategic partner capable of helping position the organization as a premier educational choice in Central Minnesota while supporting future growth initiatives including preschool expansion and high school development.



02 Background

STRIDE Academy serves approximately 900 students and families across two campuses and is one of the largest charter schools in Minnesota.
The school serves a diverse student population and prides itself on:

- Academic excellence
- Science of Reading implementation
- Responsibility Centered Discipline
- Ron Clark Academy practices
- Community involvement
- Student leadership development
- Innovation in education

STRIDE Academy believes that its greatest stories are happening every day inside classrooms, hallways, athletic events, family gatherings, and community partnerships. The selected provider will help capture, create, distribute, and amplify those stories in ways that support strategic organizational goals.

This RFP is informed by industry best practices and current proposals reviewed by STRIDE Academy that emphasize video storytelling, bilingual engagement, photography, strategic planning, and enrollment-focused communications.



03 Scope of Services

A. Content Creation

Provider shall create and produce:

Video Content

- Professionally produced recruitment videos
- Student spotlight stories
- Staff spotlight stories
- Family testimonials
- Alumni stories
- Classroom feature videos
- Program highlight videos
- Event recap videos
- Community partnership stories
- Leadership messages

Photography

- Classroom photography
- Event photography
- Staff photography
- Student activities
- Athletics and extracurricular activities
- Marketing and promotional photography
- Website imagery

Social Media Content

- Social media graphics
- Short-form video content
- Instagram Reels
- Facebook content
- YouTube Shorts
- TikTok-compatible content
- Story content

B. Strategic Communications

Provider shall assist with:

- Annual content strategy development
- Quarterly content planning
- Monthly content calendars
- Campaign development
- Enrollment marketing campaigns
- Staff recruitment campaigns
- Event promotion
- Brand consistency
- Community awareness initiatives

C. Social Media Management

Provider shall:

- Manage posting schedules
- Coordinate content distribution
- Optimize platform engagement
- Monitor trends
- Recommend improvements
- Provide monthly performance reporting

Platforms may include:

- Facebook
- Instagram
- YouTube
- TikTok
- LinkedIn
- Other emerging platforms

D. Bilingual and Multicultural Engagement

Given STRIDE Academy's diverse community, preference will be given to providers capable of supporting:

- Multilingual captions
- Translation services
- Culturally responsive storytelling
- Diverse family engagement
- Somali-language content
- Spanish-language content

The ability to authentically engage diverse communities is considered a significant value-added service.

E. Strategic Enrollment Support

The selected provider should demonstrate how content creation will directly support:

- Student enrollment growth
- Student retention
- Family engagement
- Staff recruitment
- Community awareness
- Reputation management
- Future preschool enrollment
- Future high school enrollment

04 Desired Deliverables

STRIDE Academy anticipates a service level comparable to a comprehensive strategic communications partnership. Proposals should include recommendations for:

Monthly Deliverables

At minimum:

- 4 professionally produced videos
- Vertical versions optimized for social media
- Bi-weekly photography sessions
- Ongoing social media content creation
- Social media posting management
- Monthly analytics report

Quarterly Deliverables

- Strategic planning session
- Recruitment campaign review
- Community engagement analysis
- Content performance review

Annual Deliverables

- Annual recruitment campaign
- Annual impact report video
- Year-in-review highlight film
- Strategic communications recommendations

05 Evaluation Criteria

Proposals will be evaluated based on:

1. Relevant experience and qualifications
2. Quality and completeness of proposal
3. Cost competitiveness and transparency
4. Ability to complete the project within the desired timeline
5. References and prior performance record
6. Safety practices and professionalism
7. Responsiveness and communication

05 Proposal Requirements

A. Company Overview

- History of organization
- Years in business
- Staff structure
- Relevant experience

B. Educational Experience

Preference will be given to firms with experience in:

- K–12 education
- Charter schools
- Public schools
- Nonprofits
- Community organizations

C. Service Approach

Describe:

- Content creation process
- Strategic planning process
- Social media management approach
- Reporting process
- Project management system

D. Portfolio

Provide examples of:

- Recruitment videos
- Testimonial videos
- Social media campaigns
- Photography work
- Educational clients

E, Staffing

Identify:

- Primary contact
- Videographer(s)
- Photographer(s)
- Editor(s)
- Social media manager(s)
- Strategic communications lead

F. Pricing

Provide:

- Monthly retainer pricing
- Annual pricing
- Additional service rates
- Travel costs (if any)
- Optional service pricing

06 Evaluation Criteria

Criteria	Weight
Experience & Qualifications	20%
Quality of Portfolio	20%
Strategic Approach	20%
Educational Sector Experience	10%
Pricing & Value	15%
Diversity & Community Engagement Capacity	5%
References	10%

07 Submission Instructions

Proposals must be submitted by June 30, 2026 at 3:00 p.m.
Submit electronically to:
RFP@strideacademy.org

Subject Line:
Strategic Content Creation & Digital Engagement Proposal – [Company Name]

Questions regarding this RFP should be directed to:

Dr. Eric Skanson
Executive Director
STRIDE Academy



08 Terms and Conditions

STRIDE Academy reserves the right to:

- Accept or reject any proposal
- Request additional information
- Negotiate scope and pricing
- Conduct interviews with finalists
- Select the proposal that best aligns with organizational goals

Selection will not be based solely on cost.

The selected provider will enter into a professional services agreement with STRIDE Academy.



09

Fiduciary Responsibility and Conflict of Interest

The selected firm must act in the best interest of STRIDE Academy at all times, offering independent and objective advice. All actual or potential conflicts of interest must be disclosed immediately upon identification.



STRIDE ACADEMY

RFP Title: _____

RFP Issue Date: May 1, 2025
Proposal Due Date: June 1, 2025 at 4:00 PM CST

Contractor Information
FieldResponse
Company/Contractor Name:

_____

Mailing Address:

_____

City, State, ZIP Code:

_____

Primary Contact Person:

_____

Title/Position:

_____

Email Address:

_____

Phone Number:

_____

Website (if applicable):

_____

Proposal Summary

Proposed Total Project Cost:

_____

Proposed Service Start Date:

_____

Brief Description of Services Proposed:

_____

_____

_____

_____

_____

Certification and Signature

□ I certify that I am authorized to submit this proposal on behalf of the company/organization listed above.

□ I certify that all information provided in this proposal is true and complete.

□ I have reviewed and agree to the terms of the RFP, including the Conflict of Interest Disclosure required by Minnesota Statutes §§ 124E.07 and 124E.14.

Signature: _____

Printed Name: _____

Title: _____

Date: _____