



Key RFP Sections and Language Recommendations

1. Executive Summary

Example: "The City/County is seeking a recruitment partner capable of delivering a specific and verifiable number of qualified law enforcement candidates."

2. Scope of Work

Include language such as:

- "Vendor must deliver a minimum of [X] qualified candidates per month."
- "Proposals should outline how candidates will be sourced, tracked, and nurtured through to application."
- "The campaign must include an applicant tracking system or CRM with real-time reporting."

3. Performance Metrics

Clearly define how success will be measured:

- Total candidates delivered
- Cost per candidate (CPC)
- Conversion rates from candidate to application
- Weekly or monthly reporting requirements

4. Exclusions

Avoid generic language that allows vendors to respond with traditional marketing deliverables only:

- "Do not include impression counts, video views, or social media likes as primary KPIs."
- "Proposals focused solely on branding, content creation, or awareness without applicant delivery will not be considered."

5. Case Studies and Proof of Performance

Require that each vendor provide:

- At least 3 law enforcement-specific recruiting case studies
- Examples of candidate/applicant volume delivered
- Success rates with similar-sized agencies

Need Help Drafting or Reviewing Your RFP? Contact us:

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