

Blue Zones Albert Lea Project
Request for Proposals
Contracted Coordinator Services for Marketing and Moais
April 16, 2025

Service title: Marketing and Moais Coordination

- 1 contract available to an individual or organization

Compensation:

- \$30.00/hour for a maximum number of 300 hours or \$9,000 total.
- Individuals may work full- or part-time until stipend is used up.
- May work remotely except when needed to work in-person at events in Albert Lea.
- Must provide own internet, telephone, computer, vehicle and other equipment needed to successfully carry out the duties.
- Must be able to work evenings and weekends as needed.
- This is a contract for services with no insurance or other benefits provided.

Organization overview:

Blue Zones Albert Lea is a part of an international effort to make healthy choices the easy choices for people. Based on research by Minnesota native Dan Buettner, Blue Zones focuses on nine principles called “powers”: Move naturally, know your purpose, downshift, eat until 80% full, put a plant slant on your diet, friends at 5, put loved ones first, belong to a spiritual community, and nurture an inner circle of close friends and family members.

The City of Albert Lea supports the local Blue Zones project by providing administrative oversight and support through the City’s Director of Engagement and Enrichment who also serves as the Blue Zones Project Lead.

A leadership team comprised of community partners advises the Project Lead and helps implement Blue Zones initiatives through organizational policies and volunteer support.

Contract overview:

The Marketing and Moai Coordinator will provide promotional support, focusing on educating the public about healthy habits. Promotional support may include news releases, website content, media interviews and social media content. Promotions may also include school programs, cooking demonstrations and community dinners.

The Coordinator will establish Walking Moais in Albert Lea. “Moai” is a Japanese word for a small group, usually a circle of friends, who support and encourage each other.

Walking moais are groups of 5-8 people who walk together once a week for at least 10 weeks. The Coordinator may organize the moais *by any or all* of the following:

- Meet-up times. For example, establish times and places for people to meet, such as every Tuesday at 5 p.m. Hold a brief educational talk before the walk. Break people into small groups, each with a leader. Lead the groups on a 30-60 minute walk. Celebrate at the walk's end with healthy snacks and prizes. Track the number of participants and miles covered per walk.
- Neighborhoods. For example, recruit one volunteer leader for each grade school neighborhood. Assist the volunteer in establishing a weekly meeting place and time. Provide educational materials and incentives. Collect participant data from neighborhood leaders.
- Worksites. For example, recruit worksites to establish walking moais for employees. Each worksite recruits a volunteer to lead a weekly walk during lunch break or other time decided by group members. Provide educational materials and incentives. Collect participant data from worksite leaders.

The Coordinator will follow the Blue Zones playbook for walking moais, including a launch event and celebration at the end of the 10-week period.

Blue Zones Albert Lea will cover the costs of programming and promotions, such as food, incentives and advertising.

Provider's responsibilities:

- Develop educational messaging about healthy habits.
- Establish at least 4 walking moais that meet at least 10 weeks in Albert Lea, each with a launch and completion celebration.
- Track and document moai participation.
- Work under direction and supervision of the Director of Engagement and Enrichment/Blue Zones Project Lead. May work with other City staff and community partners as needed.
- Provide weekly updates on activities to the Director of Engagement and Enrichment/Blue Zones Project Lead.

Qualifications/requirements:

- This contract is open to businesses, non-profit organizations and individuals. If a business or non-profit, the qualifications below would apply to staff of the business or non-profit.
- Prefer college degree. Degree may be in public health, education, communications or related field.
- Proficiency in Microsoft programs and social media platforms.
- Excellent verbal and written communication skills
- Can work independently and as part of a team.
- Can work with minimal supervision.
- Reliable, prompt and meets deadlines.
- Motivated, organized and a self-starter.
- Prefer experience in marketing, outreach, publicizing and/or promoting events and services.

Resources:

- <https://cityofalbertlea.org/bluezones/>
- Various Blue Zones books written by Dan Buettner available at the Albert Lea Public Library, 211 E. Clark St.

How to submit a proposal

- Submit the following:
 - Resume for an individual or description of history and services for an organization
 - Samples of marketing work
 - Written description of how you would approach development of educational messages and establishment of walking moais
- Mail or email to:
Cathy Malakowsky
Blue Zones Project Lead
c/o City of Albert Lea
221 E. Clark St., Albert Lea, MN 56007
cmalakowsky@ci.albertlea.mn.us
- Deadline: May 16, 2025
- Start date: Late May or negotiable