

**Request For Proposal For Public Relations Services**

***Overview***

The Doe Fund (TDF) is a leading non-profit human services provider that operates the highly visible Ready, Willing & Able program, best known for its “men in blue,” who can be seen providing supplemental sanitation each day on 150 miles of New York streets. With a $50 million budget, 400 staff members and 50,000 individual donors, TDF’s work-based program is nationally recognized as a model solution for breaking cycles of criminal recidivism, homelessness, and substance abuse.

TDF seeks to establish a relationship with a media and public relations agency with proven experience working with nonprofit clients in the areas of prisoner reentry, homelessness, and social entrepreneurship. The successful respondent will demonstrate a clear sense of how TDF’s mission translates into its programs (primarily Ready, Willing & Able) and how that mission fits into media and current events trends.

***Activities***

The scope of work will include the following activities:

* Media relations, relationship building with appropriate centers of influence, and community relations activities that support overall marketing messages for The Doe Fund, including:
  + Local media coverage (to include interviews, appearances, and placements of news items and editorial pieces);
  + National media coverage (whether independently or as part of national “survey” stories);
  + Industry-specific coverage (including philanthropy-specific publications or trade journals);
  + Special events coverage (both pre- and post-event, which may include any of the above);
* Relationship building with specific reporters, editors, and editorial boards, so that The Doe Fund is “top of mind” when news and opinion pieces are being formed;
* Online reputation enhancement for the organization and its leadership, both through search engines and through public domain websites such as Wikipedia;
* Identifying key spokespersons in The Doe Fund’s areas of expertise, and
* Suggesting key organizations, board, and commissions to which our personnel should belong – and assist with placing personnel in those entities as needed;
* Seeking out potential speaking engagements and appearances; and
* Identifying additional public relations opportunities within the designated budget.

Additional activities may be included in respondent’s proposal, but pricing for additional components should be clearly designated.

***Contents of Proposal***

In addition to its proposal narrative, respondent must include the following:

* Detailed budget and timeline;
* List of proposed team members, including biographies, and level of participation;
* Case histories, specific media placements, and names of individual reporters and editors that illustrate ability and experience in the specific areas detailed in the overview;
* List of current and former clients in The Doe Fund’s areas of interest for whom you have worked in a similar vein, including independent contractors;
* Explanation of respondent’s retainer and billing procedures including rates, mark-ups, etc.; and
* References

***Deadline and Process***

The deadline for submitting this proposal is Thursday, April 21, 2011 at 2 pm. Electronic proposals are preferred, but printed proposals will be accepted. Please address all pre-response questions and deliver final responses to: Public Relations RFP ([pr@doe.org](mailto:pr@doe.org)), The Doe Fund, 232 E. 84th Street, New York, NY 10028.

Following receipt of the proposals, we will evaluate each and narrow the field to 3-4 finalists by the end of April. During the month of May, each finalist will be interviewed, with a final decision made by May 27, 2011.