

Kiwanis International
Request for Proposals
Public Relations
January 11, 2011

Introduction

Kiwanis International is requesting proposals from qualified firms to manage national and international media relations, provide strategic public relations counseling, assist in creating a strategy to engage celebrities, and assist in developing and implementing a Kiwanis club public relations strategy regarding Kiwanis' new global campaign for children, The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus.

The Eliminate Project will raise US\$110 million by 2015 to eliminate MNT from the face of the Earth. In partnership with UNICEF, Kiwanis will eliminate a disease that kills one baby every nine minutes. Kiwanis and UNICEF are targeting the poorest, most underserved women and children in the world, and paving the way for other interventions that will boost maternal health and child survival.

Kiwanis successfully completed its first global campaign for children by virtually eliminating iodine deficiency disorders (IDD). Kiwanis raised more than US\$100 million, which today is at work in more than 103 nations. The number of households estimated to be consuming iodized salt has jumped from 20 percent in 1990 to more than 70 percent, and the effort has been heralded as one of the most successful health initiatives in the world.

Kiwanis is not-for-profit organization of nearly 600,000 adult and youth members. For more information, visit www.kiwanis.org and www.TheEliminateProject.org.

Responses to this request should reflect work and deliverables completed from March-July 2011.

Scope of Work

Media Relations

- Working closely with Kiwanis communications staff members, develop a plan to gain national and international media coverage surrounding The Eliminate Project.

Deliverables include:

- Assist in developing and implementing a national and international media relations plan
- Lead successful pitches to national and international media outlets

- Arrange for Kiwanis leadership to be interviewed by national and international media outlets
- Develop effective strategy for op/ed placements

Strategic public relations counseling

- Assist the Kiwanis communications staff in further developing and implementing the strategic communications plan for The Eliminate Project.

Deliverables include:

- Review draft plan and make suggestions and additions
- Assist in creating plan timeline
- Assist in developing work assignments for plan
- Provide additional counseling as needed

Kiwanis club PR chair strategy

- Develop strategy to fully engage club PR chairs in The Eliminate Project and create a pipeline for information dissemination to the local media.

Deliverables include:

- Develop web-based training for club PR chairs, which includes:
 - Key message education
 - Media training
 - Social media training
- Create media tool kit, which includes:
 - Fact sheet template
 - Press release template
 - Letter-to-the-editor template

Celebrity engagement

- Develop plan to engage one or more celebrities in The Eliminate Project.

Deliverables include:

- Research celebrity interests
- Develop short list of celebrities that relate to different Kiwanis audiences
- Assist Kiwanis communications staff in securing celebrity spokespersons

Instructions

Firms responding to this RFP should submit their written proposal electronically to Kiwanis International Public Relations Manager Jo Lynn Garing at jgaring@kiwanis.org by February 1, 2011.

The proposal should be based on a budget of no more than \$50,000 from March-July 2011 and include:

- Detailed budget and timeline
- List of proposed team members, including biographies, billing rates and level of participation in the account
- Three brief case studies that illustrate ability and experience in global public relations and media relations
- List of three relevant current or former clients
- Explanation of firm's billing procedures, including rates
- Three professional references

Selection Criteria

Proposals will be evaluated on:

- Demonstrated expertise in and understanding of global public relations and media relations
- Understanding of and ability to meet goals and objectives
- Firm and personnel qualifications and experience, with weight given to experience of account team
- Ability of proposal to be executed within budget

Questions

Please call Public Relations Manager Jo Lynn Garing at 317-217-6171 or jgaring@kiwanis.org with questions regarding this RFP. Kiwanis anticipates selecting a firm before March 2011.

Thank you for your interest in Kiwanis International!