



REQUEST FOR PROPOSAL

Proposal for Media Relations Services

Issued: June 15, 2011

Closes: June 22, 5 PM

Odwyerpr.com

Submit Proposal To:

Ilana Lipson-Cohen

The Samuel Scheck Hillel Community Day School

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305.931.2831 x167 / lipson-cohen@ehillel.org

The Samuel Scheck Hillel Community Day School | The Ben Lipson Hillel Community High School

The Juda and Maria Diener Elementary School | The Henrietta Scheck Middle School

19000 NE 25th Avenue | North Miami Beach, Florida 33180 | T 305.931.2831 | F 305.932.7463 | www.hillel-nmb.org

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REQUEST FOR PROPOSAL: Media Relations Services

Purpose

The Samuel Scheck Hillel Community Day School (herein after referred to as "Hillel" or "School") seeks proposals from agencies for comprehensive media relations services that will brand Hillel as the institution setting the standard for 21st century Jewish education, nationally.

Kicking off the 2011-2012 school year, a strategic plan will help Hillel express who it is to the extended community and distinguish it from schools in South Florida and across the country. The ultimate goal is to market an authentic identity that strengthens Hillel's reputation, builds loyalty among constituents and generates new interest from prospective families, employees and community members. The agency of choice will help Hillel fulfill the following two priorities of 2011-2012 communication efforts:

1. Re-brand/re-position the school's image
2. Build community among customers (families, donors)

Hillel Overview

From early childhood through Grade 12, Hillel inspires students to become exemplary Jewish global citizens through an innovative curriculum of secular and Jewish studies enriched by a comprehensive extracurricular program set within a nurturing, diverse, traditional community. Hillel is a:

- Reggio Emilia-inspired preschool
- Project School of Columbia University's Teachers College
- International Baccalaureate (IB) World School (one of nation's first Jewish schools)

Recent college acceptances include Duke, Johns Hopkins, Princeton, Stanford, University of Florida, University of Pennsylvania, Israel programs, and more. The Class of 2011 received more than one million dollars in merit-based university scholarship, and nearly 90% of seniors earned acceptance to their first-choice of college.

On campus and in the classroom, Hillel preserves tradition through innovation to provide children with the finest Jewish education...encouraging the lifelong learning that continuity requires. For information, please visit www.hillel-nmb.org.

Hillel Core Messages

- Hillel is the school of choice for Jewish families.
- Hillel is setting the standard for 21st century Jewish education, nationally.
- Hillel prepares students as global citizens with rich Jewish identity.
- Hillel's inspiring environment empowers students to reach their full potential.
- Hillel recruits the finest faculty and offers opportunity to develop further.
- Hillel has undergone significant growth over recent years in every corner of its program.
- Hillel's international community embraces students' cultural, religious and social differences.
- The most important factors in choosing a school are educational programs, community, values and identity, and facilities.
 - Hillel is child-centered, innovative, rigorous, stimulating and engaging.
 - Hillel is nurturing, diverse, respectful, inviting, safe and community-oriented.
 - Hillel is Judaic, Zionist, traditional, spiritual, tolerant and based on heritage.
 - Hillel will offer state-of-the-art facilities when expansion plans break ground this year.

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Industry Overview

Hillel stands tall within South Florida's arena of independent schools. It differentiates itself from fellow Jewish day schools through strong academic and extracurricular programs, yet needs to be further positioned as the finest choice for families and as a national model when considered among the wide circle of secular and Jewish schools.

Submitting Proposals

Hillel invites agencies to submit proposals for comprehensive media relations services to kick off the 2011-2012 school year. Proposals will be received via email until **June 22, 2011, 5 pm**, by Ilana Lipson-Cohen (lipson-cohen@ehillel.org). Proposals cannot be considered if received after June 22, 2011, 5 pm. Hillel reserves the right to reject any/all proposals and to negotiate beyond the RFP process in a manner that serves the best interest of the School.

Duration of Contract

Duration of contract will be approximated when the agency is retained but definitely will run July-November 2011.

Authorship

All submitted proposals will become property of Hillel. The prospective agency claims no proprietary rights to ideas and written material included in the proposal. Hillel will own all final creative work (i.e. campaigns, slogans).

Scope of Services

- Media relations – national, trade, local
 - Print, short/long lead
 - Broadcast, TV/radio
 - Internet, social media
- Strategic planning
- Creative consultation for advertising
- Analysis, metrics, monitoring

Proposal (June 22, 2011)

To keep proposals focused, concentrate on how you will help Hillel achieve the following two priorities of 2011-2012 communication efforts:

1. Re-brand/re-position the school's image
2. Build community among customers (families, donors)

Also include the following information:

1. Background of the agency, services and client relations philosophy.
2. Description of what makes a strong brand and examples within public and private sectors
3. Preliminary outline of plan
4. Estimated cost. Note that Hillel is a nonprofit organization.
5. Three one-paragraph success stories (<150 words each) describing how you helped clients achieve objectives similar to those of Hillel.
6. A 100-word explanation of why your agency is a good fit for Hillel
7. Short biographies of proposed account team, including potential subcontractors

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Proposing agencies are asked to confirm they have no conflicts of interest in serving Hillel. Please email any relevant questions.

Presentation (June 24, 2011)

The structure of your in-person presentation is up to you but limited to one hour. Videoconferencing technology and an interactive white board will be available. Please note that all costs related to the RFP and your presentation must be assumed by your agency.

Please include the following information:

- Preliminary plan built around three campaign concepts
- Agency PR philosophy and experience relevant to Hillel and capital campaigns
- Experience and role of account team
- Process for managing account, including day-to-day client interaction
- Reports and metrics that will keep plan on track
- Examples of agency's added value
- Suggested budget, including billing and expense practices
- Three client references including contact name, phone and email

Evaluation and Selection

The agency will work closest with Hillel's Director of Advancement and Digital Media Specialist. The COO and Director of Advancement will review proposals and presentations; they will select the agency of choice.

Schedule

June 15, 2011	RFP Issued
June 22, 2011	Deadline for proposals
June 24, 2011	Agency presentations
July 18, 2011	Deadline to present comprehensive, customized plan

Thank you for your interest in supporting The Samuel Scheck Hillel Community Day School.

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