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## **Request for Proposal**

### **California Physical Therapy Association Public Relations Firm**

*Please submit your proposal no later than 5:00 p.m. on September 30, 2016 to:*

*California Physical Therapy Association*

*Attn: Stacy DeFoe, Executive Director*

#### **I. ORGANIZATIONAL OVERVIEW**

Founded in 1971, the California Physical Therapy Association (CPTA) is a 501(c)6 professional organization dedicated to improving the health and wellness of people in California by advancing physical therapist practice. Its primary purpose is to improve the physical therapy profession through advocacy, continuing education, and research, as well as serving the professional needs of its approximately 8,000 members. As the third largest physical therapy association in the world, the California Physical Therapy Association is the voice for the physical therapy profession in the state of California. Members include physical therapists, physical therapist assistants, physical therapist students and physical therapist assistant students.

CPTA physical therapists are highly educated licensed health care professionals. They are experts in human movement who diagnose movement impairments, treat individuals with conditions that limit their ability to move and perform functional activities, and help patients restore, maintain, and promote overall fitness, health, and wellness.

#### **II. PURPOSE OF REQUEST FOR PROPOSAL (RFP)**

The California Physical Therapy Association is currently accepting proposals for the selection of a public relations firm for the year commencing January 1, 2017, with options to extend at the discretion of CPTA.

ACS Quantum Strategies has served as the Association's Public Relations Firm for several years. The decision to invite proposals from other PR firms should not be interpreted as evidence of any dissatisfaction, but as our policy to periodically review all professional relationships.

CPTA's PR firm will work with CPTA's Executive Director (ED), CPTA's President (President) and Membership and Communications Committee (MCC) and Staff to recommend, counsel, develop, and implement strategy for the purpose of advancing CPTA's approved public relations agenda.

#### **III. SERVICES REQUIRED**

- Create advertising strategies in conjunction with the MCC and CPTA staff
- Design and place advertisements in agreed upon venues
- PR results measurement and reporting
- Suggest social media posts
- Provide media services including developing:
  - Media strategies
  - Key messages and talking points for the ED and others as needed
  - Press releases, media statements and media advisories
  - Letters to the Editors; comments
  - Fact sheets, backgrounders and FAQs

- Press materials
- Work with CPTA on developing materials for legislative issues
- Managing a Capitol Event including:
  - Invitation design and delivery
  - Contacting all elected officials' offices, faxing or emailing invitations
  - Packaging and delivering "advocacy kits"
  - Coordinating logistics, onsite registration and coordination the day of the event
  - Development and distribution of press announcements prior to the event
- Assist in the development of flyers including creative concept design, copy, graphic design, layout and printing
- Communicate with the President, ED, and MCC on a regular basis
- Participate in Membership & Communications Committee meetings and telephone conferences as requested

#### **IV. INFORMATION TO BE PROVIDED IN THE PROPOSAL**

- PR plan including various forms of marketing and advertising.
- Statement of the firm's understanding of the services to be provided.
- Statement of the firm's understanding of the profession of physical therapy.
- Client list that would reveal potential conflicts of interest.
- Description of firm's presence in the nonprofit industry.
- Identification of principle managers who would be involved with the Association and their qualifications.
- Three (3) current association or nonprofit organization references.

If you would like to be considered, please respond in writing and provide six (6) copies of your proposal no later than 5:00 p.m. September 30, 2016 to CPTA, Attn: Stacy DeFoe, 1990 Del Paso Road, Sacramento, CA 95834.

#### **V. BUDGET**

The proposal should be based on a yearly budget of approximately \$200,000. The budget must include all advertising, public relations costs i.e. agency fees, staff travel expenses and reimbursements.

#### **VI. QUESTIONS REGARDING THE RFP**

Questions regarding the RFP may be addressed to Stacy DeFoe, [sdefoe@ccapta.org](mailto:sdefoe@ccapta.org).

#### **VII. BASIS FOR AWARD OF CONTRACT**

Content of the PR plan.

#### ***Disclaimer***

*CPTA reserves the right to accept or reject in whole or in part any or all proposals submitted. CPTA shall reject proposals that are determined to be non-responsive. Proposed services and related pricing contained in the proposal must be valid for a period of one (1) year after the deadline for submission of the proposal. By requesting qualifications, CPTA is in no way obligated to award a contract or pay the expenses of consultant(s) in connection with the preparation or submission of a qualifications package. The awarding of an agreement shall be contingent on the availability of funds and the necessary CPTA Executive Committee approvals. All questions should be directed to Stacy DeFoe at [sdefoe@ccapta.org](mailto:sdefoe@ccapta.org).*