

REQUEST FOR PROPOSAL

Public Relations Services

Submitted by LeaderShape, Inc.

Champaign, Illinois

September 14, 2010

1. Introduction

Established as a non-profit organization in 1988, LeaderShape partners with more than 70 institutions of higher education to mold leaders of integrity through a six-day self-discovery program for 1,000+ graduates each year. LeaderShape's life-changing personal development programs have provided more than 35,000 college-age adults the tools to be outstanding leaders focused on the power of possibility and driven by the highest standards of integrity. LeaderShape graduates overwhelmingly cite the program as having a measureable impact on their success in, and after, college. Google's Larry Page credited LeaderShape, in his 2009 commencement address at his alma mater, Michigan, for teaching him how to "make dreams real." More information is available at www.leadershape.org.

2. Goals and projects

While LeaderShape has a renowned reputation among student affairs professionals at partnering colleges and universities, and is highly regarded among its graduates and volunteers, the organization is seeking increased awareness outside of this specific community of professionals. In addition to building on its credibility among the higher education community at-large through **trade media coverage**, LeaderShape seeks more **widespread media coverage** in the following arenas: campus-based media outlets to support student recruitment; national and major media market coverage to increase awareness about campus-based and national sessions, post-program achievements of its graduates, LeaderShape's upcoming 25th anniversary, and other topics.

LeaderShape graduates from specific campus sessions often launch Facebook pages and LinkedIn groups to share feedback on the session and remain connected to one another and their experience. LeaderShape also maintains its own Facebook page and is seeking opportunities to harness the power of its graduates to **drive its brand messages in the social media space**.

On April 9, 2011, LeaderShape will celebrate its 25th anniversary with a gala event in Chicago. As part of this event, LeaderShape is planning a **compilation video** of submissions from graduates. Overall management and promotion of this project is needed. In addition, several awards are planned, including a **corporate leadership award and honorary leadership award**. These projects require planning, management and promotion.

The outcome of these projects will directly or indirectly support several other initiatives, including: a major fundraising campaign aimed at building a significant endowment made up of cash and deferred gifts; the launch of a formal alumni relations program; ongoing efforts to increase annual giving.

3. Timeline and scope

LeaderShape is seeking a 12-month contract with performance reviews at 3, 6 and 9 months. LeaderShape has had one previous contract with a public relations firm for a total of 6 months. This work resulted in a media kit and a video news release. These materials are available to be used and enhanced. LeaderShape expects progress and activity reports weekly and monthly. Key dates include the

April 9, 2011 anniversary event and the official public launch of the major fundraising campaign (which is currently in the “silent” or lead gift phase).

4. Project collaboration

Public relations efforts are expected to have a direct impact on current fundraising and alumni relations programs. LeaderShape partners with Affinity Connection, the fundraising and marketing firm that is directing and/or supporting its major fundraising campaign, annual fund programming, and alumni relations activities. Affinity Connection will work closely with the public relations firm to make sure goals and activities are aligned.

5. Vendor strengths and qualifications

Please discuss your capacity to handle this project and timeline and detail relevant experience and successes. Identify the team members who will manage the account and the specific roles each individual will play. Describe the working relationship related to accountability for objectives and day to day contact and information sharing. Provide a current account list.

6. Preliminary media relations concepts

Identify preliminary media relations ideas and opportunities that you’d pursue with specific media outlets. Include potential concepts that could support media relations efforts, such as corporate partnerships.

7. Detailed costs

Provide a detailed estimate of all costs, including potential hard costs associated with all projects.

8. Submission deadline

To be considered, please submit a proposal by email by Noon on October 15, 2010 to Jodie Dello Stritto at jodie@affinityconnection.com.

9. Format

Please follow the basic format of this RFP but feel free to include additional ideas or information to support your case.

10. Contact information

Questions can be directed to Jodie Dello Stritto at Affinity Connection at (814) 237-0481 x145 or jodie@affinityconnection.com. No introductory or general inquiry phone calls please; reserve telephone calls for specific questions.

11. Confidentiality

Information in this document is confidential and to be used solely for the development of your proposal.

12. References

Please include names and contact information for a minimum of three client references that we may contact at any point during the selection process.

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