



Public Relations Request for Proposal

I. Company Overview

Produce for Kids® is a philanthropically based marketing organization within the produce industry that provides complete, turn-key marketing campaigns for grocery store chains around the country. The mission of Produce for Kids is to educate families on the health benefits of eating fresh produce while raising money for children's non-profit organizations, such as Children's Miracle Network Hospitals®, through the sale of produce products.

II. Situation Analysis

Produce for Kids executes two (2) annual campaigns per year in the produce section of grocery store retail chains around the country. The spring *Get Healthy, Give Hope* campaign raises money for local Children's Miracle Network Hospitals® within a retail partner's market area. Past *Get Healthy, Give Hope* campaigns have included retail partners such as Publix Super Markets, Meijer and ACME Markets. The fall *Healthy Families, Helping Kids* campaign raises money for DonorsChoose.org to support local health and wellness classroom projects. Because this national program possesses a localized mission, it is important to execute a successful media relations/blogger outreach campaign within each of the participating retail partners' key media markets (average of 3-7 key markets per retail partner). National awareness of the campaign overall is also important to the success for the program. The spring Public Relations campaign launches in May and wraps up in July, but preparations start in March and April, with potential pre-planning in February. There is also an additional opportunity upon successful completion and review of the spring campaign to further partner on fall campaign initiatives.

III. Scope of Work

The agency selected will aid in the development and execution of the Produce for Kids spring *Get Healthy, Give Hope* PR program March 15, 2014 through July 30, 2014. PR activities include, but are not limited to:

- Assist in campaign PR angle development
- Write national and consumer (1 per retail partner) press releases
- Individualize consumer releases for retail partners' local markets
- Establish key media contacts in each retail partner's market
- Distribute releases to local print/online/broadcast media in retail partners' key markets and execute follow up

- Pitch appropriate national media for overall spring campaign coverage
- Manage media inquiries/schedule interviews
- Create and distribute media alerts, fact sheets, etc. needed to promote events
- Assist in the distribution of media materials to mom bloggers with national and local audiences
- Track all media obtained from campaign and provide a comprehensive recap report per retail partner at completion of campaign

IV. Agency Selection Criteria

Produce for Kids will judge responding agencies on the following criteria:

- Proven ability to elevate brand awareness
- Knowledge of, and experience in media relations
- An excellent reputation and strong relationships with media including mom bloggers
- Proven successful editorial coverage
- Strong writing skills across multiple media
- Understanding of social media
- Team credentials
- No competitive client conflicts
- Client and press references

V. Budget

Produce for Kids estimates the time needed to support the spring campaign would be a minimum of 15 hours per week in the planning and tracking months (March/April/July) and up to 25 hours per week in the execution months (May/June). The total budget for this project is \$20,000.

VI. Process of Evaluation (Timeline)

December 4: RFP document distributed to agencies

December 20: Deadline for agencies to provide notification on intent to participate in review

January 7: Completed RFPs due to Amanda Keefer by 5:00 p.m. ET

January 16: Notify agencies on whether or not they advance to the next round of the review

January 28 – February 4: Final team presentations

February 15: Agencies notified of final selection and contracts exchanged

February 24: (Tentative date) Kick off team meeting

March 15: Public Relations efforts begin

VII. Request for Proposal

Interested agencies should provide the information requested below for consideration to serve as the Produce for Kids agency of record for the 2014 spring *Get Healthy, Give Hope Campaign*. Campaign information and company background are available at www.produceforkids.com.

Agency Overview

- Please provide brief overview of agency history and philosophy.
- Provide brief list of agency capabilities.
- Describe how the agency differentiates itself from competitors.

Clients

- Please provide current client list.
- Provide an example of long-term relationship clients and why the relationship has been successful.
- What is the average term a client works with the agency?
- Are there current clients that might pose a conflict to managing the Produce for Kids account?

Account Team

- Describe the team structure and how resources would be allocated to Produce for Kids.
- Provide brief bios for the team who would be assigned to the Produce for Kids account.
- Provide client references for day-to-day PR contacts.
- Who would be responsible for managing timelines and budgets?
- Explain how new account team members are brought up to speed on an account?

Experience

- Identify any previous experience within the produce and supermarket industry.
- Describe any previous experience in the execution of targeted PR campaigns to moms/parents.
- Identify previous experience with promotion of fundraising programs.
- Briefly describe a successful short-term Public Relations campaign your agency has executed.
- Explain your relationship with bloggers and mom bloggers in particular.
- Describe a past PR/blogger outreach campaign that had a direct correlation to a company's social media strategy.

Program

- Describe how you would propose to address the program's need for localized media relations (including TV, print, online and blog) in individual retail partner markets during the campaign time periods.
- Overall national awareness of the campaign and Produce for Kids as a healthy eating organization is important. How would you propose to address this need?

Budget

- How does the agency bill for services? What is the breakout of billing rates?
- Detail allocation of agency resources for budget provided.
- Please explain mark-up for utilization of other service vendors and/or for out-of-pocket expenses, e.g. PR Newswire, out-of-pocket expenses?

Please send all proposals to Amanda Keefer, amanda@produceforkids.com. For more information about Produce for Kids please visit www.produceforkids.com.