



Building strength, stability and self-reliance through shelter

Request for Proposals
Public Relations & Social Media Services
January 2020

Organization Overview:

Habitat for Humanity is a global nonprofit housing organization working in local communities across all 50 states in the U.S. and in approximately 70 countries. Habitat's vision is of a world where everyone has a decent place to live. Habitat works toward our vision by building strength, stability and self-reliance in partnership with families in need of decent and affordable housing. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage.

In 1985, Chrys and John Street met Millard Fuller, who challenged them to start an affiliate of Habitat for Humanity in Cobb County. They distributed brochures to local churches and gathered 12 people to form a Board of Directors. On April 1, 1986, Cobb County Habitat for Humanity was officially incorporated as an affiliate of Habitat for Humanity International. In 2008, the organization expanded to include Douglas and Paulding counties and the name changed to Habitat for Humanity of Northwest Metro Atlanta. More than 500 homes have been built, rehabilitated, or repaired as part of our pursuit to provide decent, affordable housing in Cobb, Douglas, and Paulding. For more information, visit www.nwmetroatlantahabitat.org.

RFP Overview:

NW Metro Atlanta Habitat for Humanity is accepting written proposals from qualified communications agencies and/or contractors to serve as their agency of record, providing comprehensive public relations and social media services that will build brand awareness as well as financial and community support to further the organization's mission.

Goals and Objectives:

1. Bring focus and attention to the successful initiatives and news of NW Metro Atlanta Habitat for Humanity throughout Metro Atlanta and Cobb, Douglas and Paulding Counties with thoughtful and engaging storytelling.
2. Increase awareness and community involvement for NW Metro Atlanta Habitat's fundraising and neighborhood events.
3. Position NW Metro Atlanta Habitat for Humanity as a vital local community partner throughout Atlanta and Cobb County with its own identity that is separate but complementary to the national organization and other regional affiliates.

Scope of Work:

The selected agency or contractor will be responsible for generating media interest, social media content and managing brand reputation for NW Metro Atlanta Habitat for Humanity throughout Cobb County.

Services to include, but are not limited to:

- Working with organization leadership to create a comprehensive public relations and social media strategy for through Q1 of 2021

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- Drafting written materials, including press releases and media pitches, and circulate to local and regional media and influencers on behalf of NW Metro Atlanta Habitat for Humanity
- Generating written, online, radio, and television media coverage for NW Metro Atlanta Habitat for Humanity
- Providing social media services, inclusive of the following:
 - Audit of current social platforms and creation of 2020 social strategy
 - Curating existing and user-generated content for social platforms, including affiliate-specific Facebook and Instagram (of note, NW Metro Atlanta Habitat for Humanity has a photographer onstaff)
 - Regular community management of Facebook and Instagram
 - Creating monthly content calendars
 - As needed, assistance with event-specific social advertising
- Providing monthly reporting inclusive of public relations and social media efforts
- Other as needed services include, crisis communications response and support; identifying speaking and thought leadership opportunities for organization's executive leadership; onsite event assistance; creating shot lists for on-staff photographer for PR and social media use; media training and interview preparation

Proposal Requirements:

In addition to campaign ideas related to the above scope of work, the following criteria should be addressed in proposals:

- **Qualifications:** A summary of your and your team's background and experience.
- **Case Studies:** Please include a description of projects that are similar in scale that you or your company have completed. Where possible, highlight work for similar organizations or efforts.
- **References:** Please provide at least two other recent client references including name and contact information.

Schedule and Timeline:

- *Friday, February 28* -- Proposals due via email to Chief Executive Officer and Executive Director Jessica Gill at JGill@nwmetroatlantahabitat.org
- *Week of March 2* -- Proposal review; next steps with selected agencies/contractors scheduled
- *Week of March 9* -- Interviews with prospective agencies/contractors at NW Metro Atlanta Habitat for Humanity office
- *Week of March 16* -- Final agency/contractor notification and contract negotiation
- *Monday, March 30* -- The effective period of the contract resulting from the RFP shall be a one year period beginning on April 1, 2020

Budget:

NW Metro Atlanta Habitat for Humanity has set aside a modest budget for this PR & Social Media campaign in 2020. As a 501(c)(3) non-profit organization it is open to exploring in-kind sponsorships, Board of Directors' involvement and other mutually beneficial opportunities to offset fees.

Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the scope of work. Billing procedures should be detailed, including associated rates and billing timeline.

Please contact Jessica Gill at JGill@nwmetroatlantahabitat.org with any questions. We look forward to hearing from you!