

Pro-Bono Request for Proposals deadline May 4, 2020
Partnership for Food Safety Education
World Food Safety Day

US-based public relations or creative services firm
Estimate 30 hours total

Overview

On 20 December 2018 the UN General Assembly proclaimed June 7, 2019 as the first World Food Safety Day. The second **World Food Safety Day** (WFSD) will be celebrated on 7 June 2020 to draw attention and inspire action to help prevent, detect and manage foodborne risks worldwide.

In the United States, the non-profit Partnership for Food Safety Education is interested in using the opportunity of the 2020 World Food Safety Day to salute the front-line individuals who are working through the COVID-19 pandemic to get food safely to people in the United States.

We are seeking pro-bono support from a US-based creative services organization or individual to provide an estimated 30 hours of public relations and design support to help our small non-profit organization produce an outstanding salute to the people working in the food system to keep us fed and healthy. We would like the stories of these individual “heroes” to come from our network of 13,000 health and food safety educators.

About Us

The non-profit Partnership for Food Safety Education is the originator of science-based food safety messages and the national leader in developing and disseminating information around the linkage of food safety consumer education with positive health outcomes. Food safety and health educators, and consumers, can download free food safety education information from the Partnership’s website at www.fightbac.org. The Partnership is the creator and steward of the popular Fight BAC!® national food safety education campaign. You can follow the non-profit Partnership for Food Safety

Education on Facebook at @FightBAC and on Twitter at @Fight_BAC.

PFSE's Executive Director is Shelley Feist who has 16 years of experience working with a network of food industry groups, food commodities, health and food safety educators, and US Federal agencies. PFSE is governed by a 12-person volunteer Board of Directors. Our Partners include some of the largest food companies and food retailers in the world. We rely on grants and contributions for our operating budget.

Project Goals and Target Audience

We welcome working with the selected pro-bono agency or individual on refining our idea. The Partnership's goal with 2020 World Food Safety Day is to raise awareness and to engage through story-sharing, our network of 13,000 health and food safety educators in the United States.

We want to inspire them to submit their own video or photograph story, or to nominate a story that is about someone they know who has been working on the front line to ensure people are getting healthy and safe meals:

- child nutrition programs
- food service workers in assisted living or nursing homes
- meals on wheels volunteers
- retail grocery store cashiers, re-stockers, or delivery personnel
- food banks and emergency feeding programs
- food delivery workers
- food processing or production front-line workers

Deliverables

- Public relations support to help us get the word out on this effort
- Digital materials to re-populate our site at foodsafetyday.org
- Editing of submitted stories and identification/providing images
- Video editing
- Any creative ideas to make this a heart-warming effort that makes our community stronger and helps to heal their hearts during this demanding and difficult time

Proposal basics

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- You (applicant) is a public relations or creative services firm, or an individual consultant with a proven track record in public relations or creative services that is able to provide an estimated 20-30 hours toward this worthy effort.
- Applicant must be headquartered within the United States.
- Applicant organization or individual must be willing to develop and meet a tight time-line to prepare for launch of the effort with the network of educators on or before May 28, 2020.

Format and Proposal Timeline

Please submit by 10 pm Eastern on Monday May 4 a one-page proposal and an optional one-page capabilities statement to info@fightbac.org. Please include the words World Food Safety Day in the email subject line. (Yes, we really only want 2 pages.) Thank you so much for your interest!

Timeline

The organization executive director will call finalists on May 5 or May 6, and selection of the pro-bono creative services partner will be made by Friday, May 8.

Selection will be based on track record of the applicant, ideas and timelines presented, and creative ideas for promotion.

Pro-bono partner will be acknowledged on the foodsafetyday.org website and in a newsletter message to the Partnership's 30+ partners and Federal liaisons.

Thank you!



Fightbac.org

Foodsafetyday.org

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