



## REQUEST FOR PROPOSALS for Public Relations Services

Contact: Deirdre Lurie, Director of Strategic Communications  
Date of Issue: November 10, 2017  
Deadline: November 27, 2017

The Children's Museum of Manhattan (CMOM) is requesting proposals for planning, coordination, implementation and administration of Public Relations services. The purpose of this Request for Proposals (RFP) is to select a qualified vendor to plan, coordinate, and administer Public Relations services related, but not limited, to:

- The purchase of a new building, the launch of a capital campaign, and the Museum's subsequent move and opening at a new location.
- Securing and leveraging media coverage for CMOM, its exhibits, programs, classes, membership, board of directors, staff, and partnerships.
- Offering strategic recommendations on content likely to attract media and influencer audiences.
- Increasing positive awareness of both CMOM's brand and its position as a vibrant destination for children, families and other targeted audiences.

### Background

CMOM does **what is good for children**. By creating experiences at the intersection of the arts, sciences and the humanities, the Children's Museum of Manhattan helps children and families thrive at home, at school, and in the community. These experiences include exhibitions, classes, workshops, performances, and festivals. Based on research, evaluation, and testing, our programs and exhibits are designed to address the multiple ways children learn and to help parents understand and support their children's development. The Museum's special areas of focus—selected for their ability to benefit children throughout their lives—include early childhood education, creativity, health, and world cultures.

Founded in 1973 as a grassroots, neighborhood organization to help bring the arts to New York City public schools, the Children's Museum is committed to serving a diverse audience. As a citywide resource and a destination for visitors from around the world, each year more than 350,000 people visit our 38,000 square-foot learning facility on Manhattan's Upper West Side. Thousands more benefit from our outreach programs at schools, libraries, homeless shelters, Head Start centers, and hospitals.

Visitors can enjoy more than 80 workshops, classes, and performances free with admission to the Museum each week. Our professional development programs are available to parents, educators, childcare providers, and healthcare professionals as a means to share and reinforce learning with children and their families who may not be able to visit.

All of the Museum's work is designed to be replicated and shared with other organizations. We begin by collaborating with respected research and academic institutions. We also partner with national and local government agencies. We are particularly grateful to our forward-

looking funders and supporters and are honored to work with other cultural, academic, arts, governmental and civil society groups dedicated to the welfare and advancement of children and families. For more information, visit [cmom.org](http://cmom.org).

### **Budget guidelines**

CMOM is a 501 (c) 3 nonprofit. We are eager to keep costs to a minimum. CMOM's public relations needs are expected to vary from now until the new Museum opens (target 2Q, 2021). Please contact Deirdre Lurie (212-721-1223 x229, [dlurie@cmom.org](mailto:dlurie@cmom.org)) with specific questions.

### **Overview**

The prospective vendor replying to this RFP will be a firm, company or corporation possessing relevant experience and expertise. The selected vendor will be retained for an initial period of 6-12 months.

Of particular interest are respondents with proven success providing services to non-profits, arts organizations, family-friendly entities, and destination properties. Success launching new cultural ventures and supporting fund-raising efforts, including capital campaigns, is also important.

Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of Public Relations, and how the vendor would approach the projects outlined in the Scope of Work.

The Public Relations goal is to leverage earned media and attention locally, nationally and internationally to promote CMOM as both a fun and educational destination, an expert in innovative family engagement, a thought leader in both early childhood learning and the museum sciences and an important investment in the cultural life of New York City. Priorities include promoting:

1. The purchase of, and move to, a new building and associated fund-raising efforts. Respondents should also anticipate and prepare to address any blow-back associated with the move.
2. Upcoming exhibits, especially *Superpowered Metropolis: An Early Learning City* and *Hello from Japan!*
3. Activities including but not limited to holidays, commemorative months, shows, workshops, performances, classes and professional development sessions at the Museum and at outreach sites
4. Museum staff as thought leaders in the areas of museum sciences, family engagement and early childhood learning and development.

Target audiences include:

- Members and potential members
- Board
- Current and potential funders
- Mothers/caregivers
- General public (families w/children)
- Visitors (local, national, international) to NYC w/children

- Educators and school groups
- Government officials (local, state, national, international)
- City agencies
- Museums and peer organizations
- Potential employees
- Thought leaders and influencers particularly in the areas of parenting, early childhood development, education, the arts, social justice, families, world cultures, and child health

### **Scope of Work**

The Scope of Work is designed to encourage aggressive, proactive media outreach to increase visibility for CMOM, its exhibits, programs, events, activities, amenities and promotions. It will include but not be limited to the following:

1. Providing strategic counsel and recommendations to CMOM regarding its purchase of a new building, the associated capital campaign, and move.
2. Providing strategic counsel and recommendations to CMOM on content (exhibits, programs, events, etc.) to attract media and influencer interest.
3. Executing targeted public relations campaigns to generate feature articles, event listings, and related publicity for exhibits, programs, events, promotions, and destination activities/amenities including targeting publicity in print, TV, radio and online outlets.
4. Writing, formatting (with photos and video as available) and distributing press releases to print, online, broadcast media.
5. Conducting personal follow-up on outreach via phone, email and mail.
6. Coordinating messaging with the Museum and its partners, and arranging media interviews and tours.
7. Planning press advisories, alerts and stunts when appropriate to drive coverage.
8. Coordinating with Museum staff to utilize social media to generate publicity, word of mouth and grow CMOM's social media presence. Utilize tools and technology including digital media and blogging to support day to day marketing efforts.
9. Tracking coverage and measuring overall efforts, delivering weekly reports and comprehensive reports monthly (including estimated number of impressions and media value)
10. Sending media clips on a regular basis; tracking coverage and measuring efforts.

### **Requirements**

Please focus on your organization's ability to provide the services outlined in the Scope of Work. Please provide:

1. A letter signed by an officer of the firm, company or corporation, binding the firm/company/corporation to all comments made in the proposal. Please include a primary contact person for the proposal.
2. Evidence of qualifications and experience: provide a description of relevant history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors. Please include:
  - a. Resumes and biographies of all principals assigned to the project.
  - b. List of capabilities corresponding to the scope of work.

- c. List of similar/relevant projects your firm/company/corporation has undertaken including results achieved.
  - d. References from similar projects your firm/company/corporation has undertaken.
3. Approach to Scope of Work. Please provide a detailed description of your approach to each Scope of Work element. A key focus should be on increased outreach to targeted audiences.
4. Service Timeframes. Please provide a detailed description of the services to be performed by the vendor based on the Scope of Work and the average timeframes required to complete each. This should include:
  - a. The account manager's name and specific staff assigned to the project;
  - b. The estimated number of staff hours to complete scope of work
  - c. All personnel anticipated to be involved in each task.
5. Project cost. Please provide detailed costs for the services to be performed by the vendor based on the Scope of Work. Proposal will be evaluated based on the following criteria:
  - a. Qualifications and range of experience of project staff and subcontractors (25 pts)
  - b. Knowledge of project requirements as demonstrated under "Approach to Scope of Work" (25 pts)
  - c. Written presentation, including readability (15 pts)
  - d. Project Costs (25 pts)
  - e. Intangibles (10 pts)

### **Submission Requirements**

Please submit a copy of the proposal to Deirdre Lurie, at [dlurie@cmom.org](mailto:dlurie@cmom.org), on or before November 27 at 5:00pm. Proposals should be titled "*Company Name* PR Proposal." Vendors will receive a receipt within 48 hours noting the proposal was received. Please call Deirdre at 212-721-1223 x229 with any questions. CMOM may request to meet with potential agencies prior to selecting a vendor. Vendors not awarded the work will be notified by email.