

Proposal Overview

We are seeking proposals from a Public Relations firm with experience in nonprofits, a commitment to our mission, and contacts across industries to plan, coordinate, and implement a national and regional public relations campaign.

The selected Public Relations firm would work closely with the Director of Marketing and Marketing Committee to achieve organizational goals:

- Build public interest in the Dramatists Guild Fund and bring awareness to writers in the American theater
- Position the Dramatists Guild Fund as a leader in the entertainment industry, writing community, and among funders
- Attract and motivate donors, corporate sponsors, and volunteers
- Develop media partnerships and opportunities for regular Dramatists Guild Fund sponsored content

Description for proposal

The intent for this request is to establish a contract with a qualified firm to develop a strategic press plan that includes media relations, creation and distribution of dynamic and targeted press releases, and initiatives to support advertising for the Dramatists Guild Fund.

Public Relations Services would include:

- Secure feature articles and broadcast placement for the Dramatists Guild Fund, its programs, and events
- Recommend key messages, primary program elements, and training for spokespersons
- Arrange local and national media coverage, interviews, and appearances
- Coordinate with Marketing team to involve press contacts in special events and provide unique access to writers
- Manage proactive engagement with the media and coordinate information with the Dramatists Guild Fund
- Identify media partnerships and additional public relations opportunities within the designated budget
- Create evaluation criteria and provide monthly progress reports
- Leverage yearly activities:
 - 14 Regional Traveling Masters events
 - Annual benefit gala in New York City
 - Quarterly donor cultivation salons
 - Annual Presentation of new work by graduating Fellows
 - Developing new brand identity
 - Free event space in midtown Manhattan

The deadline for submitting this proposal is **January, 16**. Address the proposal to: The Dramatists Guild Fund 356 West 40th Street, 2nd Floor, New York, NY 10018.

Please call Seth Cotterman, Director of Marketing & Outreach at the Dramatists Guild Fund if you need additional information or have any questions no later than **January, 12**.

About Us

The Dramatists Guild Fund, a New York based nonprofit serving dramatists across the country, fuels the future of the American Theater by supporting writers at all stages of their careers through educational programs, writing development opportunities, space to create new work, and emergency aid to writers in need.

Our Mission

To aid and nurture writers for the theater; to fund nonprofit theaters producing contemporary American works; and to heighten awareness, appreciation, and support of theater across the country.

As a 501(c) 3 public charity the Dramatists Guild Fund depends heavily on individual contributions from the DGF community across the country in order to carry out its mission.

The Dramatists Guild Fund has been a resource to dramatists and nonprofit theaters for more than fifty years, providing aid and offering educational programs to thousands of artists nationwide. Each year, DGF provides emergency grants to writers facing illness or other unforeseen circumstances, awards grants to nonprofit theaters developing new work and supporting a writers' livelihood, reaches out to the public with educational programming, and creates writing development opportunities for dramatists at various stages in their career.

Each Year The Dramatists Guild Fund:

- Nurtures 10-15 emerging playwrights, lyricists, and composers through an immersive nine month development program
- Grants over \$75,000 in emergency aid to writers in need
- Provides over 5,000 students and professional dramatists with workshops and master classes in writing at regional theaters and colleges
- Supports over 100 nonprofit theaters through grants to support new American work, bringing new theater to over 2 million audience members
- Provides a free space for over 2,000 writers to create and present new work

Our History in Brief

The Dramatists Guild Fund founded in 1962 by the Dramatists Guild, the National Organization of playwrights, composers, lyricists, and librettists.

In January of 2008, the Dramatists Guild Fund was re-classified as a 501(c)3 public charity, enabling it to expand its reach through new initiatives such as Traveling Masters, a national outreach program bringing experienced writers into communities for writing workshops and public symposia, as well as The Legacy Project, a video series that documents and preserves the creative process of America's most esteemed dramatists.

For providing emergency aid to the arts community impacted by Hurricane Sandy, The Dramatists Guild Fund was recognized in 2013 by the New York Innovative Theatre Awards with the Ellen Stewart Award for Stewardship.

In April of 2015, the Dramatists Guild Fund moved to its offices at 356 West 40th and opened The Music Hall at DGF, a free space for writers to create and present new work. The Music Hall remains a free resource for dramatists thanks to the support of Carol Hall (*Best Little Whorehouse in Texas*) furnished with a Steinway grand piano donated by Lynn Ahrens & Stephen Flaherty (*Ragtime, Once on this Island*).

Our Audience

The Dramatists Guild Fund is uniquely positioned within the writing community, providing valuable resources to writers at all stages of their careers, and among individual donors or corporations, funding the programs and services at Dramatists Guild Fund. Each audience (writers, donors, and press) have a key message developed for all programs, events, or products.

While the selected Public Relations firm would not be responsible for developing our strategic priorities for each audience, they will speak to each and need to be mindful of variances in messaging.

Key Messages

- The Dramatists Guild Fund supports writers at all stages of their careers
- Our programs make a dramatic change in the lives of writers
- Your support make a vital impact on the lives of writers across the county

Prior Exposure

- [September 2016](#)
- [July 2016](#)
- [2015 Gala Coverage](#)