



2018 NYSAPLS RFP for PR and Content Management

February 13, 2018

The PR committee of NYSAPLS is seeking proposals to modernize our webpage and digital presence. The committee is also seeking guidance to advance a passive message to a more active one. Successful proposals will include metrics. The effort will build on existing content and efforts to build relationships with and promote the value of the land surveying profession to multiple stakeholders. We anticipate the work of the proposal to start in the summer and include at least two campaigns a year with continual updates.

Background & Mission

NYSAPLS is a 1,200+ individual member association that was organized in 1963 to represent the licensed land surveyors in New York State. Today, NYSAPLS represented 75% of licensed land surveyors in NY. NYSAPLS promotes the profession of land surveying. We do this by:

- Collecting and disseminating information of value to members and general public
- Fostering the establishment and maintenance of high professional standards of work and ethics in the practice of the profession;
- Advising members of the laws, rules and regulations; and the interpretation of same which affect the practice of land surveying;
- Promoting a spirit of friendship and cooperation among the members of the Association; and
- Promoting the economic welfare of land surveying members

Overview/Scope of Work

The proposal will aim to: 1) perform discovery & assessment of existing communications and platforms; 2) develop a plan for scope and scale of communication content and campaigns; and 3) Implement campaigns. Each phase is independent and will be authorized individually, but not before the previous one is complete.

1. Discovery & Assessment

- a. Meet with committee to kickoff effort.
- b. Review current digital content (e.g. web page, social media channels and newsletters) with a focus on appeal to targeted audiences.
- c. Review organization strategy and assumptions.
- d. Perform a strategic analysis and formulate a 360-degree communication strategy between NYSAPLS to the public and to kindred professionals. Some items to considers:
 - i. Audiences: confirm the groups NYSAPLS wants to reach
 - ii. Messages: outline the takeaways

- iii. Goals/Success: define qualitative goals of outreach/campaigns and quantitative goals in terms of impressions/conversion.
 - e. Develop an overall strategy and brand that appropriately reflects our mission and appeals to B2C, B2B and individuals who want to enter the field.
- 2. Develop a Plan
 - a. Create plan for the scope and scale of communication content, including PR, unearned media, social media and advertising (e.g. adwords, radio and print).
 - b. Develop strategies for increasing social presence and unearned media.
 - c. Articulate a clear set of metrics for success – (e.g. quantitative: impressions, click-through and qualitative: participation, survey requests).
- 3. Implement Campaigns
 - a. Align and streamline and maintain a regular social media presence to keep members, the public and kindred professional up-to-date.
 - b. Identify and partner with bloggers/tastemakers who can generate positive content about New York Surveyors.
 - c. Serve as curator for social media channels.
 - d. Writing, formatting and distributing press releases to print, online, radio and TV media.
 - e. Help develop local “champions” in media for the markets.
 - f. Assist in building relationships with stakeholders in public institutions.
 - g. Propose new strategic ideas to NYSAPLS on a regular basis as implementation proceeds.
 - h. Assess effectiveness of campaigns based upon articulated metrics and through ad-hoc criteria.

Proposal Requirements

The proposal should focus on addressing the vendor’s ability to provide the services outlined in the Scope of Work. Preference will be given to New York State based PR firms and firms that that have represented other non-profit, professional organizations.

Please provide the following:

1. Cover Letter: A letter signed by an officer of the firm, company or corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
2. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors to perform the Scope of Work.
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. Please include samples.
 - d. References from similar projects your firm/company/corporation has undertaken.

3. Approach to Scope of Work

Provide a detailed description of your approach to each Scope of Work element.

4. Service Timeframes

a. 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.

5. Project Cost:

a. The proposal should be based on a yearly budget of approximately \$30,000 to \$80,000 for fees and expenses. The NYSAPLS Board will approve final budget.

b. Please provide cost breakdown for services to be performed by the vendor based on the Scope of work.

Submission Requirements

Please send proposals no later than **Friday, March 9, 2018**. Proposals may be mailed to the address below or submitted electronically to heather@nysapls.org with "RFP Submission for NYSAPLS" in the subject line.

Please direct proposals to: NYSAPLS PR Committee
New York State Association of Professional Land Surveyors
146 Washington Avenue
Albany, NY 12118

Any questions regarding the proposal may be submitted via email to:
Heather Firetog, email address: heather@nysapls.org

GENERAL INFORMATION

This RFP does not commit the New York State Association of Professional Land Surveyors to award a contract or pay costs incurred in the preparation of a proposal. The Association reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with qualified applicants the restructuring of the proposal, or to cancel in part or in its entirety the RFP process if the Association deems it is in its best interest to do so. The contract, if awarded, will be negotiated with the proposer who can best meet the Associations needs as identified in this RFP.