



**Request for Proposal**  
**Public Relations Outreach and Support for Non-Profit Network**  
**May 5, 2021**

## Background

### About SeriousFun Children's Network

[SeriousFun Children's Network](#) is a growing global community of 30 camps and programs serving children with serious illnesses and their families, always free of charge. Following the founding of The Hole in the Wall Gang Camp by Paul Newman in 1988, he and other like-hearted individuals opened similar camps around the world, ultimately joining together to form SeriousFun Children's Network. Thanks to a shared vision and collective contributions, the Network has evolved to become the leader in the field of medical specialty camps, delivering more than 1.4 million life-changing experiences to children and families from more than 50 countries. Each member camp is an independent, not-for-profit organization dependent upon private funding to serve all children at no cost to their families.

### Mission

Our mission is to create opportunities for children and their families to reach beyond serious illness and discover joy, confidence, and a new world of possibilities, always free of charge.

### Context for Project

The SeriousFun Children's Network brand launched in 2012 and has had mixed results in generating public awareness, recognition, engagement, and support within the U.S. and globally.

The Network, made up of 30 independent camps and programs – all with different names/brands – relies on the work of the Network Support Center to drive Network brand activities, including PR. Lack of a cohesive Network brand presented challenges early on in the brand launch process but much progress has been made in working with camps and programs to help drive Network brand awareness and support.

Additionally, the lack of sense of urgency related to our mission of delivering “camp” experiences has made it difficult to impress upon media outlets, producers, editors, journalists, bloggers, and influencers the incredible impact of the SeriousFun experience. Meanwhile, we know from research, outcomes surveys, and hundreds of thousands of children living with serious illnesses and their families that the SeriousFun experience is truly life-changing and nonexistent elsewhere.

Finally, given our organizational structure, there is an added level of complexity when working with Member Camps to tell the story of campers living with serious illnesses.

As a result of COVID-19, SeriousFun, and all of our camps and programs, had to make a drastic pivot in how we serve campers and families — an impressive feat but one that is far from over. As we evolve our delivery models to respond to the current situation, and potentially reframe our mission in the future to reflect the “new” version of our Network, we are in need of the skills, proficiency, and commitment required to help us tell the SeriousFun story in a way that does not rely simply on the camp experiences we have been known for, but still draws attention to our leadership position and expertise in delivering life-changing experience to kids with serious illnesses.

## What We Seek

We seek a public relations firm with which to partner to drive awareness, credibility, and relevance for our Network and mission, breaking through the perception as “nice to have” but not a real necessity to supporting and enriching the lives of children living with serious illnesses.

Deliverables for the project may include the following, but may also include creative ideas generated by the agency of choice:

1. Launching a new PR strategy with:
  - a) multimedia storytelling and content plan;
  - b) robust media relations outreach;
  - c) support for virtual event;
  - d) launch of new partnerships;
  - e) thought leadership; and
  - f) inventive use of social media channels to build engagement.
2. Crisis communications management and situational response

## Audiences

The main audiences for this project are external – namely media, general public, and prospective partners and supporters. SeriousFun looks to work with the partner agency to identify strategies and tactics for targeting and engaging those audiences.

## Project Timeline

SeriousFun’s is looking to engage with an agency on a holistic PR campaign that spans from July 15 to December 31, 2021. The success of this project can create opportunities for a longer-term agreement.

## Project Budget

The budget for this project, as described here, is \$20,000, not including a supplemental budget to support PR related to a virtual event in September. The budget for that event will be determined in July and will be scaled to the strategies defined by both SeriousFun and the agency.

## Instructions to Responders

### Overview

This RFP is an invitation for your agency to submit a short proposal in accordance with the stated goals.

The proposal should include:

- a brief history of your company;

- why you are interested in the project;
- what relevant expertise you could bring to supporting SeriousFun;
- your company's strategic approach to working with clients to achieve goals,
- your proposed approaches to achieving SeriousFun's PR goals;
- 2-3 ideas or discussion starters to be considered;
- a list of all members of the project with brief bios and what role they would play in the project execution.

The RFP is not a commitment by SeriousFun to enter into a contract with any vendor that submits a proposal. Costs for developing proposals are entirely your responsibility and will not, under any circumstances, be transferred to SeriousFun or any other affiliated organization. SeriousFun assumes no liability for any costs incurred by you in preparing your letter and/or demonstrating your abilities.

All materials submitted by your firm in response to this RFP shall become SeriousFun's property on receipt.

You may not make any public announcements or news releases about your firm's intent to enter into an agreement without SeriousFun's prior written permission.

SeriousFun reserves the right to:

- Revise or recall this RFP;
- Reject any or all proposals, negotiate separately with competing contractors, and award a contract in the best interests of SeriousFun.

### **Deadlines**

Proposals must be in writing and received by or before **June 1, 2021**. Submissions received after this time and date will not be considered.

Proposals will remain valid for **90 (ninety) days** after the due date.

All proposals should be submitted by email to:

Tara Fisher, Chief Marketing Officer  
[tfisher@seriousfun.org](mailto:tfisher@seriousfun.org)

Oral or telephone modifications or corrections to submitted letters will not be considered.

Questions about this RFP should be directed, via email, to:

Tara Fisher, Chief Marketing Officer  
[tfisher@seriousfun.org](mailto:tfisher@seriousfun.org)

Questions should be received by **May 15, 2021**.

You will be notified in writing regarding a decision on your proposal (moving forward to a presentation and discussion round or declining the submission) **within 14 days** of its receipt and after SeriousFun has reviewed all proposals.

Any interpretation of, or correction, or change to, the RFP will be made by a written addendum to the RFP. Addenda will be emailed to all firms that have received the RFP.

Finalists will be required to make a video presentation to SeriousFun.

#### **RFP Schedule**

The estimated schedule for the RFP process is as follows:

<b>Description</b>	<b>Date</b>
RFP distributed publicly	May 7, 2021
Questions due from participants	May 15, 2021
Proposals submitted electronically to SeriousFun	June 1, 2021
Finalist presentations to SeriousFun	June 21-25, 2021
Notification of award not before	July 1, 2021
Anticipated project kick-off	July 19, 2021

#### **Vendor Information**

- Company Name
- Address
- Telephone Number
- Contact Name
- Contact Title
- Number of Employees
- Office Locations
- Current and relevant clients

#### **Conflict or Legal Matters**

List any clients that could be considered “comparable” to SeriousFun (non-profit working in the space of children’s health and recreation) or considered in conflict to SeriousFun’s stated mission and activities (i.e. tobacco, fire arms), as well as any active lawsuits or any other litigation pending against your company and include any settlements within the past 12 months.

### Evaluation Criteria

We will invite a small number of agencies to present to us. These will be determined based on their expressed interest in the project, as well as:

- Quality and originality of creative work;
- Integrated communications/public relations capabilities, including a thorough understanding of social media, multimedia, and virtual events;
- Experience working with nonprofit clients; and
- Ability to analyze and develop insights from data.