



National PR Agency Search: Request for Proposal October 2017

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Overview

Share Our Strength's No Kid Hungry campaign is a first-of-its kind effort to end childhood hunger in America. The No Kid Hungry campaign connects kids in need to healthy food through programs like school breakfast and summer meals; teaches families how to shop and cook nutritious food on a budget; and works to raise overall awareness of childhood hunger and mobilize the public and our leaders to make ending childhood hunger a national priority. No Kid Hungry works to ensure that all children have the food they need to learn, grow and thrive.

No Kid Hungry Assets

- Deep support from corporate America: partnerships with national consumer brands, compelling cause marketing platforms and campaigns
- Culinary community connection: deep ties to culinary community, including thousands of chefs and restaurants around the country
- Bipartisan political support and engagement: relationships and successful collaborations with elected officials of both parties at local, state and national levels
- Successful media engagement and partnerships: national media partnerships, including Food Network; consistent media hits in national consumer, trade, and political press
- Support from influencers in the entertainment community: strong relationships with talent agencies, sports franchises, and individual celebrities, including national spokesperson Jeff Bridges
- Grassroots network: hundreds of thousands of Americans have joined the campaign, including a strong youth network

No Kid Hungry is seeking to secure a PR agency to elevate the campaign brand with consumer audiences. The engagement will span from January 2018 – December 2018, with the aim to extend beyond those dates.

The main objective of this PR agency engagement is to develop a tactical plan consistent with the campaign's overall brand strategy and consistently execute creative communications initiatives that connect consumers to No Kid Hungry.

No Kid Hungry places a high priority on media relations activities geared toward securing national consumer press, with a strong preference for national consumer broadcast coverage, and in-depth

stories that highlight work being done to connect kids in need with healthy food. All media hits should serve to drive consumers to NoKidHungry.org to take actions and make donations.

We are requesting a short proposal (4 pages, maximum), including a suggested overall approach, available staff, comparable results, response to assignments outlined below, budget, timeline and references from select agencies. **Proposals are due by November 3 to Taylor Moore – tmoore@strength.org. Taylor will hold a one-time conference call to answer questions about the RFP and scope of work.**

After reviewing proposals and checking references, three agencies will be invited to visit our headquarters in Washington for a two-hour in person meeting to review proposals; Share Our Strength will make a decision within 72 hours of completing in-person visits.

Goals

The overarching PR goal for 2018 is to grow the No Kid Hungry brand in the eyes of those who can fund the promise of No Kid Hungry, and/or make decisions that help make it a reality.

More specific goals for the PR agency engagement throughout the year include:

- Secure national media coverage, with an emphasis on broadcast, to spread awareness of, and spur donations to, the No Kid Hungry campaign
- Connect consumers to the No Kid Hungry campaign and inspire their participation and support in the campaign's work
- Raise awareness about No Kid Hungry's solutions that are successfully ending childhood hunger, such as breakfast in the classroom or free summer meals
- Highlight everyday heroes in the fight to end childhood hunger in America (examples: teachers, local program operators, grassroots fundraisers, donors) in national press opportunities
- Help create new experiences and touch points, to help connect people to the brand and the cause in memorable ways
- Support No Kid Hungry culinary events through template development, media material approvals, and PR counsel, as requested. Red carpet press line support for two high-priority events
- Leverage influential supporters (chefs, celebrities, politicians) strategically, creating opportunities to broaden awareness and interest in No Kid Hungry through their involvement with the campaign
- Support cause marketing team in ideation and creative PR campaign development for No Kid Hungry fundraising platforms including Dine Out for No Kid Hungry, Friendsgiving for No Kid Hungry, and Chefs Cycle
- Support high-value corporate partners via media-worthy activations and campaigns, to amplify successes and encourage renewals and new business
- Identify thought-leadership media opportunities for No Kid Hungry executives and select members of the Board of Directors
- Maintain organized tracking, measurement and data-sharing systems, and manage the press hotline

Timing

January 1, 2018 – December 31, 2018

Project Lead

Taylor Moore, No Kid Hungry's Associate Director, Public Relations and Partnerships, with day-to-day account management from Allison deBrauwere, Associate, Public Relations and Partnerships. Additional support will come from No Kid Hungry's internal PR and brand teams.

Vendor Requirements

- Develop and execute a tactical media relations plan leveraging Share Our Strength's available assets
- Provide thoughtful counsel, recommendations and creative thinking around PR strategy and activation concepts
- Prioritize PR activities and ensure unified, newsworthy messaging
- Mid- to senior-level day-to-day contact
- Strong media contacts in consumer general interest, broadcast, women's interest, and culinary media verticals
- Updates as coverage happens, which includes copy of (and link to) clip, impressions and publicity value
- Weekly status calls and email reporting on outreach efforts and coverage
- Quarterly highlights presentation outlining projects, key learnings, outreach tactics and key results, and the plan for the following quarter
- Individual project recap reports, as needed

Preferred Qualifications

- Headquarters in Washington DC, New York City, or Los Angeles
- Experience in nonprofit, issue-oriented public relations. Experience working on children and health issues a plus
- Deep understanding and experience working within the culinary community
- Deep understanding and experience working with celebrities and entertainment industry

Budget

- A total budget of \$180,000 would encompass all agency service fees, excluding potential out-of-pocket expense costs, including event costs, travel, lodging, etc. (12 months, \$15,000 fee per month).

2018 Areas of Emphasis & RFP Assignments

The No Kid Hungry campaign is a national campaign working with local partners, schools, community members, and others to end childhood hunger in America. This is a bold goal, and distinguishes the campaign from other efforts geared toward simply feeding kids through temporary assistance.

In addition to overall branding and awareness, we have four areas of emphasis we want our agency partner to assist with in terms of creative idea generation and execution. **As part of the proposal, please respond to two assignments from the four areas of emphasis below.**

School Breakfast

13 million American children will face hunger this year. Three out of four public school teachers say that they regularly see their students coming to class hungry. A key programmatic focus for No Kid Hungry is addressing hunger in the classroom by encouraging the adoption of innovative school breakfast programming, like the "breakfast after the bell" model.

- According to proprietary findings in this No Kid Hungry [report](#), students who eat school breakfast do better on standardized math tests, attend more school days and are more likely to graduate.
- A variety of barriers affect participation in the School Breakfast Program, including transportation issues and the stigma associated with eating away from classmates.
- By rethinking how breakfast is served – in the classroom or after the bell, for example – the No Kid Hungry campaign is working to ensure more kids start their day off right.
- Since the launch of the No Kid Hungry campaign, more than 3 million kids have been added to the school breakfast program.
- Multiple states have passed legislation to ensure more kids get breakfast in school daily. New legislation is pending in states and cities around the country.

No Kid Hungry is committed to expanding awareness and understanding of school breakfast programs, and is seeking more consistent integration of breakfast into media opportunities, as well as creative opportunities to highlight the success of breakfast programs around the country. Ideas explored have included a buzzy ‘stunt’ breakfast event based in a large media market, and in-school breakfast celebrations honoring schools who are implementing breakfast programming. As a campaign priority for No Kid Hungry, breakfast programming will be a PR focus for the agency of record.

Assignment

In your RFP response, address how your agency will help No Kid Hungry create a national conversation around the power of breakfast. Please share opportunities to increase awareness and support for the growing school breakfast movement, including evergreen press and event concepts. Ideas must also incorporate branding opportunities that highlight core breakfast corporate sponsors.

Chefs Cycle for No Kid Hungry

Chefs Cycle for No Kid Hungry is a fundraising endurance event featuring celebrated chefs and other culinary professionals fighting hunger outside the kitchen and on the road. In 2017, the platform raised more than \$2 million to end childhood hunger in America.

- The event is a three-day, 300 mile fully-staffed cycling event, complete with industry partners.
- Riders commit to a fundraising goal of \$7,500 per person or commensurate amount as part of a team
- No Kid Hungry provides training plans, logistical arrangements and fundraising support.
- Past participants include Chris Cosentino (Cockscomb, SF), Traci Des Jardins (Jardiniere, SF), Duff Goldman (Charm City Cakes), Neal Fraser (Redbird, LA), Mary Sue Milliken (Border Grill, LA), Seamus Mullen (Tertulia, NYC), Bryan Voltaggio (Range, DC), Michael Voltaggio (ink.well, LA)
- In 2018, Chefs Cycle will host two rides: one in Santa Rosa (May 16-18), and one in Virginia (dates TBD)

Chefs Cycle is unique in moving culinary talent from a spot behind the table to one on a bike. Our chef riders are highly engaged on social media and have helped to establish the platform as a unique niche where the culinary industry can take on the wellbeing of kids facing hunger while also supporting their own health. However, no matter how many thousands of followers the riders have on their social accounts, it’s difficult to convert “likes” to monetary contributions. Additionally, while we have had success in our PR outreach efforts, we would like to have more consistent national media placements tied to the ride.

Assignment

In your RFP response, address how your agency would address the opportunities and challenges of the growing Chefs Cycle platform, including how No Kid Hungry can leverage rider social media and the uniqueness of the event and its participants for a strong PR campaign.

Storytelling

No Kid Hungry has a dedicated Story Team, a group of three full-time staffers within the communications department dedicated to telling the story of No Kid Hungry. They go into the field to meet local partners, community leaders and the children and families who No Kid Hungry exists to serve, and then produce written, photographic and video assets that keep the greater network of donors and supporters engaged with our mission. No Kid Hungry's email, websites, social media, print materials, presentations and fundraising events all rely heavily on these true stories to bring its work to life and make it real and personal.

Devoting so many resources to storytelling is rare in the nonprofit space, but it's another area where No Kid Hungry is ahead of the curve. Throughout the year, No Kid Hungry produces and releases stories that support program, fundraising and advocacy work. Most of these stories are told across multiple channels (email, web and social media), typically anchored by a high-quality video piece.

- In the summer, the team focuses on the critical importance of summer meals programs, as well as the legislative changes we must make to kids in need. Some of the story projects will include unexpected community spaces where kids are getting meals, including hospitals, libraries and water parks; as well as new ways to illustrate the importance of the summer meals program through graphics, animation and photography.
- In the fall, the team focuses on back-to-school, the power of school breakfast, and how individuals can make a difference in their communities.
- In the winter, the team focuses on the inspirational power of No Kid Hungry's mission to drive end-of-year giving.
- In the spring, the team looks at kids and families, and the ways No Kid Hungry and its partners can best reach kids, such as school breakfast.
- A sampling of stories can be found here: <http://nkhvideos.tumblr.com/>
- No Kid Hungry regularly struggles to amplify these stories because of the capacity of the PR team and/or challenges related to the subjects in the stories being comfortable with media/press.

No Kid Hungry is eager to leverage these storytelling assets in PR campaigns and evergreen media outreach. Specifically, the Public Relations and Partnerships team would like to highlight 'everyday heroes' (teachers, school administrators, parents, fundraisers, local leaders) who are contributing to efforts to end childhood hunger in America to expand awareness and interest in No Kid Hungry's work and inspire support from a national consumer audience.

Assignment

In your RFP response, share how your team will leverage No Kid Hungry's Story Team and storytelling assets to establish strong evergreen media opportunities, and consistent storytelling components to priority PR campaigns. Explain how No Kid Hungry's storytelling assets can help reach new audiences and press verticals for the organization. Focus specifically on the 'everyday hero' theme to highlight pitch opportunities, press targets, and creative opportunities to engage a consumer audience in No Kid Hungry's work.

Dine Out for No Kid Hungry:

Dine Out for No Kid Hungry is No Kid Hungry's largest consumer-fundraising campaign and platform, partnering with 15,000 restaurants, annually. Since its launch in 2008, participating restaurants have raised \$47 million in support of No Kid Hungry to help ensure every kid gets healthy meals every day.

- When guests eat at a No Kid Hungry partner restaurant, from popular chains to local mom-and-pops, they can donate in exchange for money-saving rewards. Every \$1 donated connects a child to 10 meals through No Kid Hungry's programs and partnerships.
- While Dine Out for No Kid Hungry is 'celebrated' through dedicated marketing and PR efforts in September (tying to back-to-school season, and creating a month-long rallying point for 11,000 participating restaurants) it has transitioned over time into a year-round fundraising platform with some of our heaviest hitters launching their fundraising campaigns outside of September. These include Denny's (October-November), Church's Chicken (April), Einstein Bagels (early spring), Shake Shack (May), and more.
- Last year, Dine Out for No Kid Hungry raised nearly \$10M, most of which was raised in September. Approximately 10 mid- to large-scale brands activated outside of September.

At present, No Kid Hungry has focused all its marketing support around September and has no "evergreen" plan or suite of PR resources to support non-September campaigns.

Assignment

Please prepare a brief plan outlining how you would service brands activating outside of September in a plug-and-play model that does not rely on No Kid Hungry's social and web platforms, the recruitment or use of a celebrity spokesperson, or assets and resources used to amplify the campaign in September.