

United Way of Greater Newark Seeks 2019 Public Relations Support

Background: United Way of Greater Newark is planning to engage in several public-policy initiatives and strategies related to public health over the next several months, and is issuing this Request for Proposals for professional public relations, branding, marketing, advertising, and social media planning and management support.

Scope of Work:

1) Public Information and Education

- Public relations – continual development and implementation of comprehensive communications programming that uses traditional and nontraditional media to reach customers, the general public, and other target audiences.
- Education and special events – planning and implementation of education programming through public and private schools, colleges, universities, community groups, consumers, the media, and other channels; and planning and staging special events and participating in existing community events.
- Marketing research – Completing on-going research to monitor consumer opinions about key messages and specific programming and educational messaging.
- Customer service – providing world-class service to our customers through adoption of innovative customer service engagement portals and opportunities. This could include the development of a stand-alone website.

2) Marketing & Promotions

- Development of key messages
- Development of a brand and slogan
- Provide graphic design and content development for digital, print, and collateral material.
- Design a marketing toolkit that ensures consistent communication, branding, and messaging of the project. At a minimum, the toolkit should include a project webpage, social media templates, PowerPoint presentation template, and printed collateral (brochures). Video may also be desirable.
- Marketing materials should be able to be used to communicate about the project as a whole, as well as separately when communicating about individual components.
- Materials should be translated into multiple languages.