



March 1, 2018

Request for Proposal for the Junior League of Collin County

This Request for Proposal is designed to cover public relations services related to the Junior League of Collin County (JLCC). We look to build on our track record of success with impacting our community, creating volunteer leaders and improving life in Collin County.

General Information

JLCC is a high-profile organization of nearly 1,000 women across Collin County who value service, respect and leadership. This organization (then known as the Plano Service League) was founded in 1976 by 13 visionary women who fully committed themselves to improving their evolving community at a time when Plano, Texas was becoming one of the fastest growing communities in the country.

In 2011, the Junior League of Plano adopted a new name, the Junior League of Collin County to more accurately reflect the growing countywide membership and expanding community impact. Our League has a deep history in the Collin County community, and through the decades, our members have remained committed to promoting volunteerism, developing the potential of women, and improving the community. Evidence of this impactful work can be seen all across our community, as our members have engaged in community building since the earliest days of the League, and Junior League of Collin County members engage and commit to making positive change and serving as leaders across the community.

Overview

The prospective vendor replying to this RFP will be or represent a firm, company or corporation possessing relevant experience and expertise. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of Public Relations, and how vendor would approach the projects outlined in the Scope of Work. Proven experience in nonprofit marketing/public relations is recommended.

Scope of Work

JLCC is seeking The Scope of Work designed to encourage aggressive, proactive media outreach to increase visibility for JLCC. It will include but not be limited to the following

Consulting/Leadership

- Serve as a consultant and sounding board to leadership in areas of brand management, communications, media relations and program relevance providing both inside and outside League as well as from the community perspective
- Provide counsel on crisis and/or delicate matters and how to respond internally and externally
- Consult with Communications Council on process improvement, best practices and content strategies
- Coordinate with Communications Council vendors as needed (ie: photography, creative services)
- Serve as a community ambassador for JLCC – communicating with community and civic leaders on JLCC initiatives and requesting engagement if appropriate
- Serve as external voice for JLCC on matters of marketing, communications and social media best practices as needed with the direction of the President and Communications Council VP
- Maintain focus on efforts designed to influence membership, brand awareness, fundraising, participation in events and sponsor value
- Collaborate with Communications Council on an annual content calendar to maintain a consistent presence in the marketplace and with key stakeholders of JLCC
- Identify, negotiate and secure appropriate media partners for annual signature JLCC events (includes advertising both print, broadcast and digital as well as adjacent editorial placements)
- Identify key members of media for invitations to JLCC events and coordinate attendance
- Craft plan and coordinate with Communications Council on assigned responsibilities
- Craft key messages and quotes with final approval by the President and Communications Council VP
- Write, submit for approval and edit a calendar listing
- Write, submit for approval and edit a press release
- Coordinate with President, Communications Council VP, Steering Committee Chair, Communications Marketing Chair, Communications Marketing Manager, respective project/event Committee Chair and others as needed to determine necessary marketing, advertising, media relations and communications for their specific event(s) and/or project
- Convert press release into small word counts for publication in various online and print media
- Post content on local media websites and calendar
- Correspond with more than 100 media outlet writers/reporters to pitch event for editorial support
- Coordinate any media requests for additional information, images, video, quotes, interviews or on-site access
- Screen capture all posted content, URLs and scan all print placements then share with Communications Council as posted
- Compile and present in annual public relations recap
- Encourage committee members to engage on social media and share photos/experience content with Communications Council to maintain an organic and diverse portfolio of content to use for future
- Participate in Communications Council and/or strategic leadership meetings as needed
- Participate in event/project committee meetings as needed

JLCC requests the firm/company/corporation who is selected for this contract be available via phone and/or email to support Communications Council and Leadership Team as needed.

Proposal Requirements

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Scope of Work. Please provide the following:

1. Cover Letter
2. 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
3. Qualifications and Experience
4. 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:

- Resumes and biographies of all principals assigned to the project
- List of capabilities corresponding to the Scope of Work
- List of similar/relevant projects your firm/company/corporation has undertaken including results achieved
- References from similar projects your firm/company/corporation has undertaken

*If any element of the scope will be subcontracted, please provide the same information for the subcontracting firm.

Approach to Scope of Work

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

Service Timeframes

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. This should include:

- The account manager's name and specific staff assigned to the project;
- The estimated number of staff hours to complete scope of work
- All personnel anticipated to be involved in each task.

Project Cost

- Provide detailed costs for the services to be performed by the vendor based on the Scope of Work

For consideration of this contract beginning June 1, 2018 through May 31, 2021, please submit your proposal and associated supplemental documentation to communications@jllcollincounty.org by April 1, 2018. If you have any questions or need additional information please email communications@jllcollincounty.org