



Public Relations Society of America Pittsburgh Chapter
Request for Proposal: Public Service Project 2018

Summary

PRSA Pittsburgh is accepting proposals from Pittsburgh-area not-for-profit organizations that are in need of pro-bono public relations, marketing and communications assistance during the remainder of 2018.

About PRSA Pittsburgh

The Pittsburgh Chapter of the Public Relations Society of America represents more than 200 of the region's top public relations professionals. PRSA Pittsburgh offers excellent professional development, educational, social, and networking activities, including professional development seminars with top PR leaders, award programs and luncheon meetings with dynamic speakers. PRSA members are a part of the nation's largest organization of communications professionals, with nearly 20,000 members nationwide.

Project Description

The scope of services that the PRSA Pittsburgh Public Service Committee can assist with includes, but is not limited to the following (will be based on needs identified in proposal):

- ***Planning and executing a communications strategy*** (i.e. media relations, social media, writing, social media, etc.)
- ***Beneficiary designation at a PRSA Pittsburgh event or events*** (i.e. a portion of PRSA event sales will go to the organization, donate applicable supplies, opportunity for leadership or mission recipient to speak at PRSA events, etc.)
- ***A hands-on volunteer project*** (at the organization site or at their branded special event)

Proposals Must Include:

1. Description of your organization (mission, budget, history, board list, organization chart, social media channel addresses, and website)
2. Marketing communications milestones over the last three years (major events, press coverage, digital or social media investments or upgrades, hired an agency or staff position in this department, etc.)
3. Detailed description of either a single project/initiative your organization would like to launch or a basic communications need that would be planned, managed and executed by the PRSA Pittsburgh Public Service Committee and result expectations (i.e.. goals, ROI)
 - a. Include in this portion how you will sustain the project once the PRSA engagement ends
4. Timeline associated with your communications needs, (i.e. key dates and deadlines)
5. Description of how best the Public Service Chairs will coordinate and work with your staff (contact person(s), access to communications assets, passwords, file sharing, approval process, etc.)
6. What impact would a pro-bono relationship with PRSA have on the people your organization serves or on your mission? (Maximum 300 words.)

Timing

- Proposals must be received no later than ***Friday, March 15, 2018***
- Public Service Committee will select and notify chosen organization no later than Friday, March 30, 2018
- Partnership duration: Friday, April 13, 2018 – Friday, December 14, 2018

Contact Information

Please submit questions and proposals to the following:

Jennifer Rignani, BRUNNER

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412-977-5795

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Thank you for your submission. We look forward to reviewing your materials.