

RFP Response – Speaking and Writing to Persuade

Cindy Pfennig

PBRL495 Assignment 5-1

Public Relations & Communications Capstone

Professor Keithley

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Laura Fritz, Housing Director

NeighborImpact

20310 Empire Ave., Suite A110

Bend, OR 97701

I. Introduction

Cindy Pfennig is owner of Cindy's PR Service and is privileged to respond to your Request for Proposal (RFP) for a Communications Consultant for NeighborImpact. The following information will give you an overview of the value Cindy's PR Service can bring to NeighborImpact as the Communications Consultant assisting in the planning and oversight of a communications plan for your Housing Center. This document will detail how we can work together for the success of your organization.

II. About Cindy's PR Service

Cindy's PR Service was founded by Cindy Pfennig in 2009. It began as a sole proprietorship and over the last three years has grown into an employee owned subsidiary with three additional staff members. These staff members include an administrative assistant, a graphic designer and a public relations/communications specialist. These three staff members have a combined expertise level of 25 years in the public relations industry. In addition, Cindy has a Bachelor of Science degree in public relations from Franklin University and 18 years of experience in the public relations and communications field.

III. Scope of Services

The scope of services Cindy's PR Service provides is complete public relations and communications tactics which will promote the classes and coaching services of NeighborImpact

with primary emphasis on first time home buyer education. This will be accomplished through a variety of methods such as:

- Press kits including press releases, radio and television spots.
- An action plan for dissemination of key messages to target audiences in order to promote classes and coaching services through direct mail messaging, brochures, website information, newsletters where applicable. This will include placement, timing strategies, schedules and promotion cost analysis.
- Coordinate a display booth at applicable locations to target first time home buyers to disseminate NeighborImpact information.
- Lead a 4-6 hour visioning session with NeighborImpact staff so that everyone has the same goals, objectives, knowledge and motivation to achieve the success of the Housing Center program.

Because of the experienced staff of Cindy's PR Service, all materials and website will have a professional, esthetically appealing and consistent look through the firm's graphic designer. The firm's public relations/communications specialist will compose all the written components for the brochure, newsletter, website, press releases, radio and television spots. The firm's administrative assistant will coordinate all the timelines and draft a preliminary budget. Cindy will approve all materials and lead the 4-6 hour vision session with NeighborImpact staff.

IV. Project Schedule

- First Quarter – Meet with NeighborImpact leadership and staff to determine goals and objectives, set a timeline and schedule the 4-6 hour visioning session. Identify target audiences to meet with to promote the program and by the end of first quarter have meetings set up with those organizations.

- Second Quarter – Begin design of collateral materials with a consistent message and theme. This will include press kits including press releases, direct mail messaging, brochures, website design and newsletters. Also, coordinate display booth materials and begin identifying applicable locations to talk to first time home buyers.
- Third Quarter – Continue with design and content of collateral materials and dissemination of messages, should have accomplished a display booth at an identified location weekly and follow up with social media messaging on Facebook, Twitter, LinkedIn and websites.
- Fourth Quarter – Follow up on staff’s goals and objectives. Follow up on social media’s return on engagement. Develop an action plan for ongoing messaging. Develop and offer annual follow up plan with Cindy’s PR Service.

V. Project Budget (include staff time/cost)

The proposed budget will be based primarily on Cindy’s and staff’s time billable at an hourly rate of: 1) Cindy = \$125.00/hr, 2) Public Relations/Communications Specialist = \$100.00/hr, 3) Graphic Designer = \$75.00/hr and 4) Administrative Assistant = \$45.00/hr. As stated in Section VII, a contract will be developed with an estimation of time based on hours involved per project and per person. Cindy’s PR Service has cost saving agreements established with many entities to provide you, the customer, with a quality yet economical service. Non-profit rates are also established and can be discussed at time of contract negotiation with consideration not to exceed the organization’s maximum allowed budget.

VI. Consultant Qualifications

Cindy Pfennig has worked in the public relations and communications industry for 18 years as a public relations and communications specialist primarily in the nonprofit sector such

as the healthcare and human services industries. Prior work with Habitat for Humanity, the Department of Health & Human Services and local housing services provides the experience you need in providing affordable housing and housing education initiatives. As a woman-owned business, Cindy's PR Service is able to develop communication plans and produce on an expedited schedule including creative materials for public outreach/promotion. With an experienced graphic designer on staff, Cindy's PR Service can give your promotional materials an professional, personal and industry specific look and feel. All materials are personally reviewed and approved by Cindy prior to presentation to the client.

VII. Consultant Selection

Cindy's PR Service can provide an extensive array of project related samples for you to review in your decision making. These can be found electronically through Cindy's e-portfolio at <http://cindypfennig.wordpress.com>. Samples include, but are not limited to press releases, crisis communication plans, multi dimensional communication plans, a public relations program plan and research plan, a media relations impact campaign, a public relations campaign, an inquiry campaign and a visual communications piece. The e-portfolio also contains examples of creative materials such as brochures, newsletters, display booths and event planning photos.

VIII. Contract, Insurance and Legal Requirements

Cindy's PR Service will draft a contract containing cost estimates including all fixed and variable pricing, any exclusions or purchaser obligations that will affect the bottom line cost of the service, descriptions and estimates for ancillary or additional products or services we are able to furnish or that will enhance the outcome of the project. The contract will also contain deposit and payment requirements, guarantee and cancellation policies and all other terms and conditions we expect you, the client, to accept.

IX. Contact Information and Submission Requirements

Enclosed are three hard copies of the proposal. Cindy's PR Service is located at 1234 Press Release Road, Omaha, NE 68104. Our telephone number is 555-123-4567. Cindy can also be reached by cell at 555-456-7890. On behalf of Cindy's PR Service, thank you for your consideration of our proposal and we guarantee you will not be disappointed by our quality of service and attention to detail.

References

- Byer, J. D. (n.d.). Tips for Responding to Requests for Proposals (RFPs & RFQs). In *Docu-Type Virtual Assistance and Website Design*. Retrieved April 22, 2012, from <http://www.docutype.net/articles/rfptips.htm>.
- Home. (n.d.). In *NeighborImpact*. Retrieved April 22, 2012, from <http://www.neighborimpact.org>.
- Silvers, J. R. (2000, July). The RFP: Writing One and Responding to One. In *Julia Rutherford Silvers, CSEP*. Retrieved April 22, 2012, from <http://www.juliasilvers.com/rfp.htm>.

Appendix A

Presentation Outline

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Appendix B

Request for Proposal Communications Consultant - NeighborImpact

I. Summary

NeighborImpact is seeking a Communications Consultant to assist in the planning and oversight of a communications plan for its Housing Center. Emphasis of the communications plan will be to promote classes and coaching services, with primary emphasis on first time home buyer education.

II. About NeighborImpact

NeighborImpact is dedicated to empowering individuals and families to succeed and become engaged citizens in the community. Since 1985, our organization has worked to meet basic human needs for food and shelter, and to enrich people's lives by providing access to increased education and skills. Last year alone, NeighborImpact served more than 60,000 Central Oregon residents. In 2012, as the need for services continues to grow, we are launching new efforts to feed, shelter and educate our neighbors. NeighborImpact's Housing Center offers a variety of classes, programs and services to help Central Oregon residents strengthen their household finances, build financial assets, and acquire, maintain and sustain homeownership. Our programs include homebuyer education and pre-purchase coaching, down payment assistance loans for first-time homebuyers, foreclosure intervention workshops and coaching, individual matched savings programs, housing rehabilitation loans, reverse mortgage counseling, credit and budget coaching, mortgage payment assistance program administration, financial fitness classes, and energy conservation education. Our educational and coaching services are open to all Central Oregon residents, and our loan programs are available to low income households at affordable rates. NeighborImpact's Housing Center is a HUD-certified housing

counseling agency.

III. Scope of Services

NeighborImpact seeks a Communications Consultant to assist in the planning and oversight of a communications plan for its Housing Center. Emphasis of the communications plan will be to promote classes and coaching services, with primary emphasis on first time home buyer education. Communications professional will be expected to create appropriate messages, products, and tools for the Housing Center to utilize in its outreach campaign. As part of this work, Consultant will:

- Lead a 4-6 hour visioning session with NeighborImpact staff
- Identify and define a methodology for communication to promote home buyer services, which may include promotion of complementary programs/services provided by NeighborImpact as appropriate
- Create key messages for target audiences
- Create an action plan for dissemination of key messages to target audiences which includes recommendations on what approaches should be used to transmit the messages. Placement, timing strategies, schedules and promotion cost analysis will be expected as part of the final work product. (Staff will work with Consultant to determine the available budget for advertising/messaging/outreach.)
- Support staff in implementation of communications campaign, including public relations and outreach work to strategic targets when appropriate
- Produce press kits and other promotional material as determined to be needed

It is recommended that proposals include options of levels of services that can be provided by the Consultant.

IV. Consultant Qualifications

- Knowledge/experience working with nonprofit sector. Experience working on affordable housing and housing education initiatives beneficial.
- Ability to produce communication plan on an expedited schedule (6 weeks – 2 months)
- Demonstrated experience in developing communications plan, creative materials for public outreach/promotion
- Local and minority/women owned businesses encouraged to apply
- Samples of completed products are encouraged to be submitted with the proposal

V. Consultant Selection

a) Evaluation criteria and basis of award of contract: The decision for award will be based on demonstrated ability, efficient use of resources and the scope of work.

NeighborImpact reserves the right to reject any and all proposals, to waive any informality in the bid proposal, and make award in the best interest of the agency. All proposals will be kept confidential within the agency.

b) Award Date: April 16, 2012

VI. Contract, Insurance & Legal Requirements

a) Contract Award: Contract will be awarded on a fixed cost plus expenses basis. Provisions for modifications for the agreed upon scope of work will be included in the contract document.

b) Indemnity and Insurance Requirements: To the extent permitted by the Oregon Constitution and the Oregon Tort Claims Act, consultant will agree to indemnify, defend, and hold harmless the Agency and its officers, agents and employees from all claims, law suits and

actions of whatever nature brought against those parties which arise from the Consultants performance or omissions under this contract. Consultant shall provide general liability insurance with a combined single limit or equivalent of not less than \$200,000 each occurrence for Bodily Injury and Property Damage. It shall include contractual liability coverage for the indemnity provided under this contract and shall provide that NeighborImpact, its officers, and employees are additional insured, but only with respect to the Consultant's services to be provided under this contract.

c) Legal Requirements: Consultant and any subcontractors will agree to comply with all federal, state, and local laws, ordinances, and regulations applicable to this contract.

d) Confidentiality: Contractor and any subcontractors shall protect the confidentiality of all information concerning services funded by this agreement and shall not release or disclose any such information except as directly connected with the administration of this program or as authorized in writing by the applicant or recipient. All records and files shall be appropriately secured to prevent access by unauthorized persons.

VII. Contact Information and Submission Requirements

Please submit an electronic or three hard copies of the proposal (max. three pages) with a timeline and budget by 1 pm on Friday, April 6, 2012 to Laura Fritz, Housing Director: Lauraf@neighborimpact.org. Hard copies of the proposal may be delivered to NeighborImpact, 20310 Empire Ave., Suite A110, Bend, OR 97701. Please include three professional references with the proposal submission.

Questions about the RFP should be directed to Laura Fritz, Housing Director, via email: Lauraf@neighborimpact.org.

NeighborImpact is an Equal Opportunity Employer