



National Capital Chapter

PRO BONO COMMITTEE: CALL FOR PROPOSALS

Purpose

The National Capital Chapter of the Public Relations Society of America (PRSA-NCC) is seeking proposals from local nonprofit organizations that have a public relations challenge or opportunity and need additional resources to effectively address the issue. Our goal is to support the community by assisting a nonprofit organization with its public relations efforts.

The organization PRSA-NCC selects will receive communications consulting, training and services aligned with the organization's needs. The primary goal is to direct the organization on a path to self-sustaining communications after PRSA-NCC's pro bono engagement has concluded. Our mission is to create a solid PR structure that will work for years to come, which may include: writing basic press templates, such as a news release, letter-to-the-editor, and depending on the campaign, talking points as well as media training the staff. Additionally, it might help the organization to also have the pro bono efforts support branding initiatives, drafting key messages, and providing services, such as a radio tour.

About PRSA-NCC

PRSA-NCC is the leading source of public relations events, education, and networking in the Washington, D.C. area and represents many of the top leaders in the PR field. It is the essential network for PR practitioners in the Washington, D.C. area.

PRSA is the world's largest organization for public relations professionals with nearly 32,000 professional and student members. PRSA-NCC is the largest and most active PRSA chapter in the nation – with more than 1,400 members and 40-plus events each year. Through chapter events and committees, members connect with top communications professionals, advance their PR skills, and advance the PR profession. See more at: <https://www.prsa-ncc.org/about-us#sthash.7QAU1PVE.dpuf>

Evaluation and Selection

Qualified nonprofits must demonstrate that they have:

- 501 c (3) status
- Proof of existence for at least 24 months
- A dedicated point person to handle day-to-day assistance
- An obvious necessity for donated public relations assistance
- A clear expression of the public relations problem or opportunity

The nonprofit client will be selected after a review and discussion of each application followed by a vote from PRSA-NCC's pro bono selection committee. After the vote, the application, written reasoning and discussion points from the committee will be brought to the Board of Directors for approval.

Scope of Partnership

Once the client is selected, the committee will begin working with the client to fulfill its goals and objectives through January 31, 2017.

Due date: Friday, February 12, 2016

Please consider this timeline and the public relations challenge, opportunity or event that you are requesting services for when applying.

The pro bono committee is scheduled to meet monthly from January 2016 through January 2017. These meetings are typically held outside of average work hours (9 a.m. to 5 p.m.). In order to adequately assist the chosen nonprofit, a representative from the selected organization may need to attend some of the meetings. Also, the representative and contact person at the selected nonprofit should be reasonably available to the committee for questions and other inquiries. The chairs of the pro bono committee will meet bi-weekly with the designated point person. The broader pro bono committee will meet with the point person and additional stakeholders at an agreed upon location.

Through the pro bono relationship, we will provide the chosen nonprofit with many opportunities to carry out a successful public relations campaign. Below are examples of the services we can provide to your organization:

- In collaboration with you, produce concrete goals and objectives
- Assist in creating marketing and promotional materials
- Support event logistics and planning
- Provide strategic guidance to Improve or create your brand or image
- Assist in media relations and internal communications

Guidelines of Partnership

As the committee will be collaborating outside of their professional career to donate time and expertise, it is important that all projects undertaken by PRSA-NCC are either used or highly considered.

Pro bono projects must be solely worked on by PRSA-NCC and the partnering organization. Please do not request our assistance if another group is currently donating its services, including student groups.

Submittal Information and Instructions

To apply for pro bono public relations services from PRSA-NCC, please fill out the below application as accurately and completely as possible.

Please submit your responses electronically to Patricia “Trish” Cole at patricia.pincus.cole@gmail.com by midnight on Friday, February 12, 2016.

Please use the subject line: “Pro bono PR Application Submission for INSERT NAME OF ORGANIZATION”

Contact Information

If you have any questions or comments regarding the application process, please contact:

Trish Cole, Pro bono Committee Co-Chair
patricia.pincus.cole@gmail.com
202-725-1684

Due date: Friday, February 12, 2016

Application

Please fill out the questions below as completely and accurately as possible. Also, feel free to add any additional information that you believe may assist in the evaluation and selection process.

Name of Organization:	
Website:	
Phone:	
Physical Address:	
Primary Contact name, title:	
E-mail:	

1. Briefly describe your organization (include number of years in community, and organizational and staffing structure).
2. What is your organization's mission?
3. Describe the major programs offered by your organization and how they impact the intended recipients.
4. Is your organization a 501(c) 3 with a Federal Employment Identification Number (FEIN)?
5. When was your organization founded?
6. What are your organization's values?
7. Does this project require approval from your board?
8. If yes, can it be voted upon only at a board scheduled meeting or can an email vote be facilitated to enable swift approval? If board approval can only take place in person, when are the next two board meetings?
9. Please briefly describe the board approval process:
10. Who on staff will serve as the point person for the project? Please provide his or her name, title, and contact information.
11. Does this person have communications experience? If so, please describe briefly.
12. Who are your members/supporters/clients? Who is served by your mission?
13. Describe the leading accomplishments of your organization over the past year.
14. What type of public relations, communications, marketing or advertising is currently available to you? If you do not have a communications department, please describe the process for handling such activities.

Due date: Friday, February 12, 2016

15. How much of your organization's budget is dedicated to marketing, advertising and public relations?
16. Describe the public relations problem or opportunity for which you are requesting assistance. In particular, describe the communications priorities that PRSA-NCC might help your organization accomplish.
17. Explain why this cannot be accomplished by your existing staff/budget.
18. What is the audience this project will target?
19. What timeline does your organization have for this project?
20. What objectives would you like this partnership to accomplish?
22. Would you like PRSA-NCC to conduct a communications capabilities assessment and recommend what might be top priorities?
23. What is your organization's sources of funding? Include membership, non-dues, revenue, fundraising, events, grants, donations, fees, etc.
24. After the plan is developed, explain how your organization will implement and grow it with or without additional support.
25. How would you define a successful relationship with PRSA-NCC?

Please feel free to include any additional information for consideration:

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