



PRSA Pittsburgh
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Public Relations Society of America Pittsburgh Chapter

Request for Proposal: Public Service Project 2021

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 2021.

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

PRSA Pittsburgh recognizes the communications, marketing and fundraising pressures of the COVID-19 pandemic. 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** in response to the nonprofits current needs (i.e. assistance with media relations, crisis communications, social media, writing, etc.)
- **Beneficiary designation at a PRSA Pittsburgh virtual 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.)
- **Planning and executing a communications campaign** (i.e., to support a new fundraising initiative, new virtual events or programming, promote a new initiative, etc.)

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. Please include result expectations (i.e., goals, ROI). 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 Chair 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, April 9, 2021.***
- Public Service Committee will select and notify chosen organization no later than Friday, April 23, 2021.
- Partnership duration: To be determined based on the scope of the accepted proposal.

Contact Information

Please submit questions and proposals to the following:

Jeff Krakoff
Public Service Chair
jeffk@krakoffcomm.com

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