



PRSA Pittsburgh
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Public Relations Society of America Pittsburgh Chapter *Request for Proposal: Public Service Project 2024*

Summary

PRSA Pittsburgh is [accepting proposals](#) from not-for-profit organizations across Southwestern Pennsylvania that are in need of pro-bono public relations, marketing and/or communications assistance during 2024.

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 challenges facing small non-profit organizations, which have only been heightened in recent years. The scope of services that the PRSA Pittsburgh Public Service Committee can provide includes, but is not limited to, the following:

- **Planning and executing a communications strategy** or tactic and/or providing training to your staff or board.
- **Designating the nonprofit as a PRSA Pittsburgh event beneficiary** (i.e., a portion of PRSA event sales will go to the organization) and/or the opportunity to engage at a PRSA event or the organization's event.
- **Planning and executing a communications campaign** (i.e., to support a new fundraising initiative, new event or program, promote a new initiative)

Proposals Must Include:

1. Description of the organization: provide its mission, services, budget, history, social media channel addresses and website URL.
2. A detailed project or event description: please include result expectations (i.e., goals, ROI).
3. A timeline associated with the project's communications needs (i.e., key dates and deadlines).
4. The intended impact a pro-bono relationship with PRSA would have on the people the organization serves or on its mission (maximum 300 words).

Timing

- Proposals must be received no later than ***Saturday, April 20, 2024.***
- The PRSA Pittsburgh Public Service Committee will select and notify the chosen organization no later than Friday, May 3, 2024.
- Partnership duration: To be completed by December 2024.

How to Submit

Submit your organization's proposal [here](#).

Contact Information

Please submit questions to the following:

Jocelyn Buhite
Public Service Co-Chair
jocelynbuhite@gmail.com

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