



P.O. Box 7219
Riverside, CA 92513

May 17, 2024

Request for Proposals (RFP) - Public Relations Agency / Consultant with Media Relations Expertise in Riverside County

I. Introduction

Founded in 1980, Voices for Children (VFC) transforms the lives of abused, neglected, and abandoned children in foster care in San Diego and Riverside Counties by providing them with trained, volunteer Court Appointed Special Advocates (CASAs).

Voices for Children is seeking proposals from qualified Public Relations (PR) agencies with proven expertise in media relations to provide comprehensive PR services for 12 months. The selected agency/consultant will be responsible for amplifying Voices for Children's mission, securing media placements that support the nonprofit's volunteer recruitment activities, as well as raising awareness of the CASA model, the foster care system, the needs of children in foster care in Riverside County, and fostering positive relationships with the media within Riverside County.

CASA volunteers advocate for a child or sibling group in foster care in court, school, and the community to ensure their needs are met. VFC believes every child deserves a safe and permanent home and strives to provide a CASA volunteer to every child in the foster care system who needs one. Last year, VFC CASAs and staff provided direct advocacy to nearly 2,300 youth in foster care across San Diego and Riverside Counties and case monitoring services to hundreds of other children in foster care who might need an advocate in the future. For more information, visit speakupnow.org.

In FY22-23, Voices for Children's Riverside County program supported 521 local children in foster care in Riverside County through our CASA program. 320 Riverside County community members served as volunteer advocates. On any given day, an estimated 5,000 children are in foster care in Riverside County.

II. Objectives / Measure of Success

The primary objectives of this engagement include, but are not limited to:

- Develop and implement a strategic PR plan aligned with VFC's goals and objectives with a priority on highlighting the need and impact of volunteer Court Appointed Special Advocate (CASA) volunteers as well as the fundraising support needed to sustain the CASA program.

- **Measures of success to include:**
 - **Support VFC in recruiting an additional 100 volunteers over the contract timeline.**
 - **Number of media placements, quality of placements, geographic variety of placements, prominence.**
 - **Hyperlink inclusion in media placements.**
 - **Increase fundraising by 10 percent.**
- Strengthen media relations throughout Riverside County to increase positive coverage.
- Enhance VFC's presence through targeted media campaigns.
- Provide crisis communication support as needed.
- Measure and report on the effectiveness of PR campaigns. Provide press clips.

III. Scope of Work

The selected PR agency will be expected to perform the following tasks:

- Conduct intake and develop a comprehensive 12-month PR strategy with a geo-targeted focus on media relations in Riverside County with a focus on CASA recruitment.
 - Proactively pitch and secure media coverage in relevant local and regional outlets. Coordinate opportunities across print, broadcast, digital, etc.
 - Relationship-building with media including editorial meetings with media.
 - Provide recommendations on speaking engagements and community award nominations.
 - Craft and place (2) Op-Eds / Community articles / Thought-Leadership pieces throughout contract timeframe.
 - Draft media pitches, press releases, media advisories, messaging documents, FAQ's, fact sheets, media briefings, quotes, photo captions, etc.
 - Capture photos and broll video as needed and in compliance with VFC's confidentiality policy.
 - Monitor media coverage and report regularly on key performance indicators. Prepare for and lead one monthly update call with VFC's marketing team.
 - Amplify existing media buys on the earned media side.
 - Provide strategic recommendations on re-purposing earned media placements.
 - Provide crisis communication support and counsel (as needed).

IV. Proposal Submission Requirements

Interested PR agencies are invited to submit proposals that include the following:

- **Company Overview:** Provide a brief overview of your agency, including experience and expertise in media relations. ***Please note: agency / consultant must have extensive media relations experience with Riverside County media outlets as well as have a physical presence in Riverside County.**

- Relevant Experience: Highlight previous successful volunteer recruitment-focused PR campaigns and media relations efforts in Riverside County or similar regions.
- Proposed Strategy: Outline your approach to developing and implementing a strategic PR plan for Voices for Children.
- Team Expertise: Provide details about the key team members who will be involved in this project and their specific roles on the account, including their relevant experience.

Budget: Submit a detailed budget proposal for the 12-month contract, including any additional costs or fees.

References: Include contact information for at least three references from clients you have provided similar services. At least one reference should be from a current client.

V. Proposal Submission Deadline

All proposals must be submitted by Monday, June 17 at 5 p.m. Late submissions will not be considered.

VI. Proposal Submission Instructions

Please submit your proposal electronically to Suzy Garcia, Voices for Children's Director of Marketing & Communications at suzyg@speakupnow.org Include "PR Agency RFP - Riverside County" in the subject line.

VII. Selection Process

The selection process will involve a review of submitted proposals, followed by interviews with shortlisted agencies. The final selection will be based on the agency's experience, proposed strategy, budget, and overall fit.

VIII. Contact Information

For questions or additional information, please contact:

Suzy Garcia, Director of Marketing & Communications

Email: suzyg@speakupnow.org

Phone: 702-883-2077

Voices for Children reserves the right to reject any or all proposals received.

Thank you for considering this opportunity. We look forward to receiving your proposals.

Sincerely,
Voices for Children

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