



## **Public Relations Society of America, Pittsburgh Chapter**

### **REQUEST FOR PROPOSAL FOR PUBLIC SERVICE CAMPAIGN**

#### **SUMMARY**

PRSA Pittsburgh is accepting proposals from Pittsburgh area non-profit and not-for-profit organizations that need public relations, marketing and communications assistance.

#### **BACKGROUND OF ORGANIZATION**

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.

#### **DESCRIPTION AND VISION OF PROJECT**

Under the direction of Public Service Chair, Dana Hanzlik, a Public Service Committee will be established to plan and execute a communications strategy for a local non-profit or not-for-profit organization.

The non-profit or not-for-profit organization may request assistance for a specific campaign, project or event or overall organizational goals. The scope of services that the PRSA Pittsburgh Public Service Committee is prepared to offer at no cost includes, but is not limited to:

- Overall communication strategy recommendations
- Media relations management
- Social media outreach and management
- Publicity coordination
- Writing and editing

In exchange for these services, PRSA Pittsburgh Public Service Committee will receive public recognition for the committee's work.

\*View the PRSA Pittsburgh Public Service Committee's work in 2009 on the PRSA Pittsburgh Web site: <http://www.prsa-pgh.org/component/content/article/1-news/110-public-service-committee-helps-mentoring-partnership-create-magic>

**PROPOSAL GUIDELINES AND REQUIREMENTS**

Proposals must be received by Friday, February 26, 2010. Proposals must include a:

- Description of your organization.
- Detailed description of your organization’s communications needs that would be planned, managed and executed by the PRSA Pittsburgh Public Service Committee.
- Timeline associated with your communications needs.
- Description of how the Public Service Chair will coordinate and work with your staff.
- Brief outline of which staff and/or volunteers will be involved in marketing/public relations efforts

**TIMELINE**

Final proposals due to Public Service Chair:	February 26, 2010
PRSA Pittsburgh Board of Directors selects non-profit or not-for-profit organization that the Public Service Committee will support for 2010:	March 16, 2010
Chosen organization notified:	March 17, 2010
Partnership duration:	March 17–December 31, 2010

**CONTACT INFORMATION**

Proposals and questions should be submitted to:

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If possible, please email proposals.