

# Request for Proposal



**Community Relations Committee,  
PRo Bono Public Relations Campaign**

**2012-13**

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## **Purpose**

The Florida Public Relations Association (FPRA) of Gainesville is seeking proposals from local not-for-profit organizations that have a public relations problem or opportunity and lack the resources to address it. Our goal is to support the Gainesville community by assisting a not-for-profit organization with its public relations efforts.

## **Florida Public Relations Association of Gainesville**

Founded in 1938, the FPRA is the nation's oldest association of public relations professionals. Today, more than 1,400 FPRA members unite in the common cause of enhancing and promoting the public relations profession. FPRA provides a variety of services, benefits and opportunities. It is dedicated to programs and activities that support the success of the public relations professional:

- Enhancing the professional development of its members, providing a forum for personal growth through interaction and resource exchange
- Serving as the "united voice" of the public relations profession in Florida
- Fostering the highest professional standards and ethics of its members
- Gaining understanding and support for the performance of its members and the profession as a whole on behalf of all practitioners within the state of Florida.

FPRA Gainesville was established in 1968 and today boasts one of the largest chapter memberships in the state. FPRA Gainesville was Chapter of the Year in 1995, 2001, 2005, 2006, 2010 and 2012.

## **Submittal Information and Instructions**

To apply for PRo bono public relations services from FPRA, fill out the below application as accurately and completely as possible. Please submit your responses electronically to Ginny Lawrimore at [ginny.lawrimore@warrington.ufl.edu](mailto:ginny.lawrimore@warrington.ufl.edu) by November 5 at 5 p.m.

## **Contact Information**

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

Ginny Lawrimore  
Community Relations Director, FPRA  
(919) 260-8605  
[ginny.lawrimore@warrington.ufl.edu](mailto:ginny.lawrimore@warrington.ufl.edu)

## Evaluation and Selection

The proposals will be evaluated based on the following:

- An obvious necessity for donated public relations assistance
- A clear expression of the public relations problem or opportunity

The not-for-profit client will be selected after a review and discussion of each application followed by a vote from the Community Relations Committee. After the vote, the application, written reasoning and discussion from the Community Relations Committee will be brought to the Board of Directors for approval. In the event that the Board of Directors does not approve the committee's choice for valid reasons, the Board of Directors and the Community Relations Committee will review the applicants again, together.

## Scope of Partnership

Once the client is selected, the committee will begin working with the client to fulfill its goals and objectives through July 2013.

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

The Community Relations Committee is scheduled to meet once a month from November 2012 to July 2013 and any additional meetings needed to fulfill the goals and objectives set for the client. These meetings are held outside of average work hours (9 a.m. to 5 p.m.). In order to adequately assist the chosen not-for-profit, a representative from the chosen organization may need to be present at some of the meetings. Also, the representative and contact person should be reasonably available to the committee for questions and other inquiries.

Members of the Gainesville chapter of the Florida Public Relations Association are skilled in areas of expertise ranging from marketing and sales to community relations and fundraising. As our partner, we can provide many opportunities for you to carry out a successful public relations campaign. Below are examples of the services we can provide to your organization.

- Researching your audiences and their needs
- Producing concrete goals and objectives
- Analyzing trends in your areas
- Assistance in creating marketing and promotional materials
- Event logistics and planning
- Improving or creating your brand or image
- Helping you to build relationships with key individuals and organizations in our community
- Assisting in media relations and internal communications

## Guidelines of Partnership

- Please ensure that FPRA Gainesville has one person from your organization as our point of contact, as it makes more efficient use of both organizations' time
- As the committee will be collaborating outside of their professional career to donate time and expertise, it is important that all projects undertaken by FPRA Gainesville are either used or highly considered.
- Pro bono projects must be solely worked on by FPRA Gainesville and the partnering organization. Please do not request our assistance if another group is currently donating its services, including student groups.
- Pro bono projects should not be subject to numerous committees, revisions and changes.

## 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.

<b>Name of Organization:</b>	
<b>Physical Address:</b>	
<b>Website:</b>	
<b>Contact:</b>	
<b>Phone:</b>	
<b>E-mail:</b>	

1. Briefly describe your organization.
2. What is your organization's mission?
3. What are your organization's values?
4. What type of public relations, communications, marketing and/or advertising resources are currently available to you?

5. How much of your organization's budget is dedicated to marketing, advertising and/or public relations?
  
  
  
  
  
  
  
  
  
  
6. Does your organization currently have staff members who are dedicated fully or partly to marketing, advertising, and/or public relations efforts?
  
  
  
  
  
  
  
  
  
  
7. Describe the public relations problem or opportunity that you are requesting assistance for.
  
  
  
  
  
  
  
  
  
  
8. Why does your organization need the donation of public relations services?
  
  
  
  
  
  
  
  
  
  
9. What is the audience this project will target?
  
  
  
  
  
  
  
  
  
  
10. What timeline does your organization have for this project?
  
  
  
  
  
  
  
  
  
  
11. What objectives would you like this partnership to accomplish?