**Request for Proposals**

For **Public Relations** Services

**Contact:** Stephanie Quesnelle, Senior Research Analyst / Project Lead

**Date of Issue:** 8/3/2020

**Deadline:** 8/14/2020 at 4:00 PM

Data Driven Detroit, L3C (D3) is requesting proposals for planning, coordination, implementation, and administration of public relations services related to our impending conversion to an employee-owned company.

The purpose of this Request for Proposals (RFP) is to select a qualified vendor to work with our employee ownership staff group to design and implement a public relations strategy to promote our conversion to an employee-owned company to our nonprofit and foundation partners, as well as to Metro Detroit at large.

The selected vendor will be retained for a period of approximately 6 months, dependent upon budget constraints.

**Background**

D3 is a low-profit social enterprise that works in Detroit and the surrounding region, advancing a mission of providing accessible, high-quality data and analysis to drive informed decision-making. We exist to provide equitable access to information and serve anyone who seeks to use information to make more informed decisions, including nonprofits, foundations, universities, governments, businesses, and individuals. We maintain an in-depth data system that encompasses a number of topics, and provide data and information resources, as well as outreach and education, to help our community use data more effectively in their day-to-day work.

Within the next few months, we plan to convert from an organization that is solely owned by our Executive Director into an employee-owned cooperative. We have been working through the details of this transition collaboratively for several years, and have been deliberate about designing a structure that will allow us to collaboratively, responsibly, and accountably govern this vital community asset.

As we prepare for conversion, we are seeking the services of a Public Relations expert to help us craft and implement messaging to communicate to the broader world that this structure represents a bright outlook for stewardship and sustainability of D3.

**Scope of Work**

The Scope of Work calls for targeted messaging to media outlets in Metro Detroit, with a specific focus on those outlets and channels that reach Metro Detroit’s nonprofit and philanthropic sectors. It will include, but is not limited to:

1. Working with D3’s internal employee ownership group to craft a strategy for communicating our conversion to an worker-owned cooperative to the above audiences
2. Supporting implementation of communication strategy, including:
   1. Drafting short-form and long-form press releases
   2. Identify relevant news outlets and networks with whom to share press releases
   3. Share press releases with these outlets and networks
   4. Provide statistics on reach of releases, e.g. email analytics, subscriber numbers, etc.
3. Conducting follow-up on outreach via phone, email, and mail
4. Arranging media interviews

**Proposal Requirements**

The proposal should focus on addressing the vendor’s ability to provide the services outlined in the Scope of Work. Please provide the following:

1. **Cover Letter:** A letter signed by an officer of the firm, company, or corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
2. **Approach to Scope of Work:** Provide a detailed description of your approach to each Scope of Work element.
3. **Service Timeframe:** Provide a description of the timeframes required for each of the services to be performed.
4. **Project Cost:** Provide detailed costs for the services to be performed.
5. **Qualifications and Experience:** Provide a description of the history, experience, and qualifications of your firm/company/corporation to perform the Scope of Work.   
   Please include:
   1. Two samples of relevant projects that your firm/company/corporation has undertaken
   2. Resumés of key staff to be assigned to the project

**Submission Requirements**

Prospective service providers should submit a copy of their proposal in PDF format through email on or before Friday, August 14th at 4:00 PM.

Email submissions should include “PR RFP” in the subject line. Proposals should be submitted to:

Stephanie Quesnelle

Senior Research Analyst/Project Lead

[squesnelle@datadrivendetroit.org](mailto:squesnelle@datadrivendetroit.org)

**Proposal Evaluation**

Proposals will be evaluated based on the following criteria:

* Knowledge of project requirements, as demonstrated under “Approach to Scope of Work”
* Project costs and timeframe
* Work samples and range of project staff experience

**Provisions**

D3 assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to contract signature.

D3 retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of D3.

A contract between D3 and the selected vendor will be subject to and be in accordance with all Federal, State, and local laws as may be applicable.

D3 is an Equal Opportunity Employer, and values diverse perspectives in everything we do. Minority and women-owned businesses are strongly encouraged to submit proposals. Metro Detroit-based firms (or firms with substantial experience in Metro Detroit) are strongly preferred.