



REQUEST FOR PROPOSALS
Strategic Communications, Media & Public Relations

RETURN PROPOSAL TO:

rfp@waymakersoc.org

Waymakers
1221 E. Dyer Road, Suite 120
Santa Ana, CA 92705
ATTN: Public Relations RFP

DEADLINE FOR PROPOSAL SUBMITTAL:

Friday, September 9 2022 @ 5:00pm

Waymakers
Request for Proposal
Strategic Communications, Media & Public Relations

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INTRODUCTION

Waymakers, an Orange County based non-profit organization, is seeking proposals from Public Relations and/or Marketing firms in support of strategic communications, media and public relations priorities. Waymakers will engage a partner that has the capacity to inform the strategic direction of our PR efforts, actively share and promote our mission, amplify our successes, and position the case for financial and volunteer support of our work.

This request for proposal (RFP) contains background information on Waymakers and specific information that must be included in the proposals submitted.

The proposals must be received by *5:00 p.m. PT on, or before, Friday, September 9, 2022*. Late submissions shall be refused, unless acts of nature prohibit the bidder from meeting the deadline, and the respondent will be eliminated from further consideration.

Electronic copies (PDF) are preferred and submission is via email to rfp@WaymakersOC.org. If necessary, physical copies can be delivered to our office at the following address:

Waymakers

1221 E. Dyer Road, Suite 120
Santa Ana, CA 92705
Attn: Public Relations RFP

RFP Inquiries

RFP@WaymakersOC.org shall be the sole medium of contact from the date of release of this RFP until the announcement of its award. All questions and/or issues must be submitted in writing via email to rfp@WaymakersOC.org and must include Strategic Communications RFP in the subject line. Any oral communications with Waymakers will be considered unofficial and nonbinding. Applicants should rely only on written statements and electronic communications issued from rfp@WaymakersOC.org.

This document contains proprietary and confidential information pertaining to Waymakers. The information contained in this document may not be published, disclosed or used for any purpose other than to prepare the response to this Request for Proposal (RFP), without the prior written consent of Waymakers.

AGENCY OVERVIEW

Waymakers is an Orange County nonprofit organization committed to building safer communities by helping individuals make their way through conflict and crisis to a place of strength and stability. Waymakers has been empowering both individuals and families throughout Orange County for nearly 50 years. Waymakers staff design innovative and individually tailored programs that focus on long-term wellbeing, each year providing more than 100,000 members of our diverse communities with opportunities that guide positive and lasting change. We do this through five key areas:

Sheltering Children and Transitional Age Youth ages 11-25 who are homeless, runaway, abused, or those struggling in the aftermath of a mental health crisis. Children and youth receive emergency shelter (up to 21 days) in home-like settings, which are favorable to healing. Waymakers tailors services to individual needs but all receive the following supportive services: regular meals and other basic needs; 24-hour onsite supervision; individual, group and family counseling; academic tutoring, college and employment preparation; safety education; communication and healthy relationships skills; and aftercare services.

Supporting Victims of crime and surviving family members as they learn to cope with the aftermath of crime. Waymakers Victim Assistance Programs provide comprehensive services for individuals who are victims of any types of crime, with specialized services for victims of domestic violence, gang violence, human trafficking, mass victimization, sexual assault, and surviving family members of homicide victims. Waymakers advocates for victims' rights, provides emergency assistance in the aftermath of crime, provides on-going support to alleviate the trauma, and eases the process of participation in the criminal justice system.

Counseling Families and youth by providing early intervention and needed support services. Waymakers Youth Development Programs work with juveniles who have come to the attention of law enforcement, children whose behaviors or mental health concerns impact stability in their homes or create high risk for gang involvement, or youth who have complex needs based on mental health concerns and involvement with the criminal justice system.

Resolving Conflicts by providing trained mediators to help individuals experiencing conflict find ways to communicate their concerns and arrive at resolution. Waymakers Dispute Resolution Services' trained volunteer and staff mediators guide disputants through a best practice model of conflict resolution in order to find an agreement that works for individuals on both sides of the conflict.

Educating Communities through sexual assault, human trafficking, family violence, and alcohol, tobacco, and other drug prevention and education programs that provide members of the Orange County community information needed to lead healthier and safer lives. Waymakers provides education, technical assistance, and media campaigns through a diverse network of community partners.

PURPOSE

Waymakers is looking for a service provider that can provide support for a full range of strategic communications, public and media relations. We are particularly interested in a service provider that has worked with entities of similar size, can demonstrate outstanding service, has a comprehensive understanding of the non-profit environment, and a keen understanding of the local media climate and the Orange County community.

OBJECTIVES

- Increase awareness of the Waymakers brand.
- Promote agency leadership as thought leaders in our areas of impact.
- Enhance the case for financial and volunteer support of our work.

SCOPE OF WORK

Media and Public Relations Services

- Develop and implement a comprehensive media and public relations plan, incorporating Waymakers objectives and standard media policies/practices.
- Develop and maintain a targeted media list.
- Cultivate and maintain relationships with reporters, editors, and other key personnel at relevant media publications and outlets.
- Proactively pursue positive stories and respond to inquiries – targeting all forms of media: broadcast, digital, podcasts, print, etc. as appropriate for each opportunity.
- Draft news releases, messaging documents, talking points, etc.
- Coordinate press conferences as deemed appropriate.
- Coordinate media outreach with Waymakers’ collaborative partners at the direction of Waymakers leadership.
- Vet media calls received by Waymakers.
- Track local media for mentions of Waymakers and/or articles relevant to our areas of impact, in order to generate proactive outreach as appropriate.

Strategic Communications/Marketing

- Develop a cost effective yet comprehensive strategic communications/marketing plan.
- Develop direct mail materials including annual/impact reports, and end of year campaigns.
- Develop and implement social media campaigns.
- Write content for newsletters, blogs or other outreach materials.
- Provide guidance concerning recommended updates for agency website.

Crisis Communications Support

- Develop a crisis communications plan.
- Implement the crisis communication plan in coordination with Waymakers leadership in the event of negative or damaging public disclosures or publicity.

PROPOSAL PREPARATION

The proposal must address each requirement below and **not exceed 10 pages in length** (this limit does not include the title page, executive summary, table of contents, or appendices). Each page should be numbered and include the respondent's name. In order to facilitate the review process the proposal should include the following information:

Title Page

Show request for proposal (RFP) subject, name of proposer's company, address, telephone and fax numbers, name of contact person, and date of submission.

Executive Summary

A one or two page summary stating the understanding of Waymakers' needs and the manner in which the proposer will meet the needs.

Table of Contents

A clear identification of the material by section and page number.

Industry Expertise and Experience

1. Give a brief overview of your company, including:
 - a. description of your company's history
 - b. length of time in business
 - c. ownership structure
 - d. office location(s)
 - e. number of employees
 - f. financial stability
 - g. philosophy/culture
2. Describe experience working with nonprofit organizations

Qualifications and Relevant Experience

1. Identify key project team members by name, their role, and provide a brief biography.
2. Identify the day-to-day contact(s) for Waymakers.
3. What sets your agency/team apart from your competitors?

Proposed Approach

Briefly describe the approach your company would take in assessing needs and developing a strategy to address Waymakers' media and public relations services, marketing needs, and crisis communications support. Please include your process in identifying marketing and public relations priorities and frequency of communication with your clients. Describe relevant experience in providing service for customers with similar needs to Waymakers and anything that makes your approach unique. The appendix can include examples from other clients.

References

Include references for three (3) organizations (preferably non-profit) of similar size and scope served by the company in the last three to five years. The information should include the name of the nonprofit organization and the key contact at the organization, contact information (e-mail and phone), the services performed by your firm, and the period the reference has been a client of the company.

Cost Proposal

Include a cost statement showing proposed fees to perform the services outlined. Either a retainer fee for the overall package of services or pricing by component is acceptable. If any services will be outsourced, please note that in the pricing structure.

Disclosures

Waymakers requires that prospective vendors:

- Disclose any third party outsourced partnerships that may be part of the proposal, including the role and terms of such partnerships.
- Disclose any potential conflicts of interest.
- Disclose pending litigation or other factors that might impede implementation of the contract.

BID EVALUATION PROCESS

The Selection Committee, comprised of Waymakers staff and Board representation, will be responsible for evaluating all proposals received based on their responses to the project scope as outlined in the RFP. The Committee reserves the right to consider additional sub-criteria beyond those specifically listed in the Evaluation Criteria. As a component of the evaluation process, the Committee may request some or all the applicants to make a presentation and participate in an oral interview. The individual(s) who will be primary contact(s), if awarded, should participate in the presentation and oral interview.

The final selection will be the company that, in the Committee's opinion, is the most responsive in meeting Waymakers' requirements. Respondents eliminated from consideration will be notified by the Committee as soon as practical.

Waymakers reserves the right to amend this RFP, to cancel this RFP, and/or to make no award under this RFP. Waymakers reserves its right to eliminate an offer at any time for any reason. Waymakers reserves the right to make a full or partial award in response to this RFP.

At any time prior to the deadline for submission of bids, Waymakers may amend the offering documents by issuing addenda. Any addendum issued shall be part of the offering documents and shall be communicated in writing to all who have obtained the offering documents directly from Waymakers.

Waymakers reserves the right to withdraw, reduce the amount of award available, or to cancel any contract resulting from this procurement if adequate funding is not available. Any such change will be communicated in writing to appropriate parties.

EVALUATION CRITERIA

Industry Expertise and Experience	0-15
<ul style="list-style-type: none"> ▪ Company has sufficient size and depth of management, resources and staff to support the services required and ability to maintain continuity of the project. ▪ Company principals have at least five (5) years' experience providing public relations and/or marketing services as the primary focus of their employment. ▪ Proposal adequately explains differentiating factors from competitors and their relevancy to Waymakers. 	
Qualifications and Relevant Experience	0-20
<ul style="list-style-type: none"> ▪ Company demonstrates successful experience in providing specified services for nonprofits of similar size and scope. ▪ Proposal details experience in providing the services requested in this RFP. ▪ Proposal details experience and qualifications of the team assigned to the account for providing services to organizations of similar size and scope. ▪ Proposal adequately addresses third party/subcontractor relationships 	
Proposed Approach	0-30
<ul style="list-style-type: none"> ▪ Proposal addresses key areas of scope of work. ▪ Proposed plan details information regarding fulfillment of the project scope. 	
References	0-15
<ul style="list-style-type: none"> ▪ Current clients and references express satisfaction with Company's services. 	
Cost Proposal	0-20
<ul style="list-style-type: none"> ▪ Vendor adequately details the cost of services and other associated costs. 	
TOTAL POINTS - 100	

ANTICIPATED TIMELINE

Waymakers reserves the right to change the timeline as deemed necessary.

ELECTION PROCESS	TIMEFRAME
RFP Issuance	August 15, 2022
Deadline for Questions	September 7, 2022
Vendor Proposals Due	September 9, 2022
Notification of Presentation Dates	September 15, 2022
Presentation Dates	September 19 to 23, 2022
Contract Negotiations & Award by Waymakers	Week of Sept 26, 2022
Project Start Date	October 1, 2022

Waymakers advertises RFPs on its website