

Request for Proposals: Public Relations

The New York Women's Foundation is soliciting proposals from qualified Public Relations firms to support its visibility and positioning goals. The Foundation's Public Relations priorities are diverse and reflect the multi-faceted communities of The Foundation. The Foundation seeks to hire a PR firm that will maximize earned media and broadcast coverage across multiple platforms, positioning The Foundation in a variety of media opportunities in accordance with our mission and values.

Opportunity

The New York Women's Foundation holds a unique role in philanthropy through its thought leadership and grantmaking. Its impact provides stories that are rich, human-centered, and laser focused on advancing social justice. The PR firm will leverage The Foundation's expertise and point of view across channels — events, media, thought leadership — ultimately to influence several audiences to increase the knowledge of The Foundation's presence and work and accelerate our mission. This is an opportunity to shape, define, and share The New York Women's Foundation's impact, its story and the stories of our partners.

The Public Relations firm will have expertise in integrating communications strategies with a social justice mindset. Increasing the profile of The Foundation's positioning as thought leaders in New York is a top priority. The firm is expected to raise awareness of The Foundation with those who are financing, planning and reporting on our rapidly changing environment, on philanthropy and all major issue areas related to our work.

Scope

The PR firm's responsibility is to increase The Foundation's visibility in diverse media outlets. The firm must be able to generate opportunities and provide a clear value add to our existing positioning. It will report to the VP of Strategic Communications and Marketing, follow her guidance and be able to manage its own strategies and PR relations. It is expected to provide a full suite of PR functions such as, but not limited to, drafting press materials, placing op-eds, preparing talking points and briefing packets and reporting back on coverage secured. The firm is expected to think creatively and identify proactive placement opportunities and ideas that ladder up to and reflect The Foundation's longstanding commitment to trust based philanthropy, community partnership and participatory practice.

PR professionals responding to this RFP will need to demonstrate that they can service The Foundation's diverse visibility and outreach needs, specifically being able to access media of color, feminist media, and social justice media.

Proposals should include proven strategies and tactics that yielded measurable results. The firm is expected to know how to leverage talent and their thought leadership in the center of important NYC conversations related to our mission. There are relevant and timely opportunities to align and surface The Foundation's and our grantee partners' initiatives with the top priorities of the city, the nation, and globally.

The Foundation is uniquely poised to pique the interest of reporters covering local and civic engagement stories and news, as well as those key figures who are influencing the city and nation.

The selected PR firm will brainstorm with the internal team to ideate and develop opportunities to position The Foundation in the conversations with metro and industry media outlets, that will raise awareness of The Foundation's impact on the policies advancing justice.

Preferred Qualifications

- Extensive experience working in strategic communications for not for profits centering BIPOC women and girls as well as nonbinary and gender-expansive people, with experience raising a brand's profile and developing thought leadership opportunities across multiple platforms, broadcast, digital and print.
- A clear understanding of how to develop earned media plans with clear goals, target audiences, and messaging strategies. Cultivating and building strategic relationships with journalists to further the mission, leveraging partners, grantees, and influencers to reach target audiences.
- Extensive knowledge of the media landscape and strong network of relationships in the social impact sector
- Strong written communication skills with the ability to create, edit, and shape compelling content for press releases.
- A history of delivering work on time and within budget
- The ability to work effectively with people from different cultures, backgrounds, and perspectives while elevating The Foundation's commitment to diversity, equity, and inclusion.
- Experience using media monitoring, outreach, and analytics tools to make rapid response work more efficient and effective.
- Dedication to our mission to shift power to communities that face systemic barriers.

- Proven track record of responsiveness to media inquiries in a timely manner
- Ability to develop sustainable systems and processes for crisis communications and responsiveness to the news cycle, in partnership with The Foundation's Communications team.

Deadline for Submission

The deadline for proposals is August 31, 2023

How to Apply

All submissions must include a full statement of work along with proposed terms, budget, relevant samples, information on past clients, qualifications of the firm, links to the work, and relevant references.

Proposals should be sent as PDFs to the VP of Strategic Communications and Marketing, Anne Sanderson at asanderson@nywf.org

We prioritize firms owned by, followed by those with decision-making, voice and representation of, BIPOC women (trans and cis) and nonbinary and gender-expansive people.

The New York Women's Foundation is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities. Contact Anne Sanderson at asanderson@nywf.org to ask for an accommodation or an alternative application process.

Contract Terms

Terms of a yearly retainer will be negotiated at time of selection.

Project Duration: October 2023 – September 30, 2024

About The New York Women's Foundation

The New York Women's Foundation creates an equitable and just future by boldly investing in organizations and leaders that strive for justice, economic security, safety, and health for women, girls, transgender, gender non-conforming and non-binary individuals and their families. We prioritize organizations that promote a holistic approach to women's and gender-expansive people's leadership, gender equity, and asset-based community approaches.