



Gainesville

— THE —
**AMAZING
GIVE**

— April 22-23, 2020 —

www.TheAmazingGive.org



COMMUNITY FOUNDATION
of North Central Florida

Request for Proposals
Community Relations Committee
PRo Bono Public Relations Campaign:
The Amazing Give

Table of Contents

Purpose	2
About the Florida Public Relations Association and Gainesville Chapter.....	2
Submittal Information and Instructions	3
Contact Information.....	3
Evaluation and Selection.....	3
Scope of Partnership.....	3
Guidelines of Partnership	5
Application	6

Purpose

The Gainesville Chapter of the Florida Public Relations Association (FPRA) is seeking proposals from local non-profit organizations looking to increase their success in the Amazing Give 2020 campaign. Through this effort, FPRA Gainesville seeks to provide the PR tools and strategies that will increase the fundraising success of the selected organization.

Florida Public Relations Association and the Gainesville Chapter

Founded in 1938, 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 Gainesville, fill out the below application as accurately and completely as possible. Please submit your responses electronically to Stephanie Esposito at CommunityRelationsFPRAGNV@gmail.com by 5:00 p.m. on February 24th, 2020.

Contact Information

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

Stephanie Esposito
Community Relations Director, FPRA Gainesville
352-318-2889
CommunityRelationsFPRAGNV@gmail.com

Evaluation and Selection

Organizations that apply must be able to show the following:

- Previous participation in The Amazing Give fundraising day
- Availability of at least one staff person to implement the campaign provided by FPRA Gainesville.

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, with input from the Community Foundation of North Central Florida. 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 understand its fundraising goals and needs to develop a campaign for the Amazing Give. This campaign will include social media posts, email drafts to donors and stakeholders, a "day of" plan for the Amazing Give and general oversight of campaign progress.

In order to adequately assist the chosen organization, a representative from the chosen organization will need to meet with the Community Relations Committee at least twice before the campaign begins. Also, the representative and contact person should be reasonably available to the committee for questions and other inquiries.

As an added benefit, the Community Foundation has agreed to cover the \$150 entry fee for the chosen organization or reimburse the non-profit if the fee was already paid.

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.

Name of Organization:	
Physical Address:	
Website:	
Contact:	
Phone:	
E-mail:	

Briefly describe your organization.

1. What is your organization's mission?
2. What are your organization's values?
3. What are your organization's fundraising needs and goals for the Amazing Give?
4. How much of your organization's budget is dedicated to marketing, advertising and/or public relations?
5. Does your organization currently have staff members who are dedicated fully or partly to marketing, advertising, and/or public relations efforts?
6. Why does your organization need the donation of public relations services?