



Association for
Enterprise
Opportunity

Request for Proposal (RFP) for Publicist and Public Relations Services

Issued by:

Association for Enterprise Opportunity (AEO)

Date Issued:

August 14, 2024

Proposal Submission Deadline:

September 3, 2024

Contact Information:

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1. Introduction

The Association for Enterprise Opportunity (AEO) is seeking proposals from experienced and qualified publicists and public relations firms to provide strategic PR services for AEO's President and CEO, Natalie Madeira Cofield. The primary focus will be on securing and managing press and media engagements, particularly in print and television, to enhance the CEO's public profile and amplify AEO's mission and impact.

2. About AEO

The Association for Enterprise Opportunity (AEO) is the leading voice of innovation and opportunity in microbusiness in the United States. AEO works to create economic opportunity for underserved entrepreneurs by advocating for policies and practices that support them and their ventures. AEO's President and CEO, Natalie Madeira Cofield, is a nationally recognized leader and advocate for small businesses. To learn more visit, www.aeoworks.org.

3. Project Objectives

The selected publicist or firm will be expected to:

- Develop and execute a strategic PR plan that elevates the public profile of AEO and its CEO, Natalie Madeira Cofield, with an emphasis on increasing visibility in print and television media.
- Secure media placements, interviews, and feature stories in top-tier national and regional outlets, including but not limited to major newspapers, magazines, and television networks.
- Position the CEO as a thought leader on topics related to economic opportunity, entrepreneurship, and small business development.
- Coordinate and manage media engagements, including press briefings, interviews, and appearances.
- Provide media training and preparation as needed.
- Monitor and report on media coverage, providing analysis and recommendations for ongoing strategy adjustments.

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- Leverage media opportunities to support AEO’s broader organizational goals, including fundraising, policy advocacy, and public awareness.

4. Scope of Work

The scope of work for this engagement includes, but is not limited to:

- **Strategic Planning:** Develop a comprehensive PR strategy that aligns with AEO’s mission and the CEO’s professional goals.
- **Media Relations:** Build and maintain relationships with key media contacts in print and television. Pitch stories, op-eds, and interviews with relevant outlets.
- **Press Material Development:** Create press kits, media advisories, and other materials necessary to support media outreach efforts.
- **Media Training:** Provide the CEO with training and coaching to effectively engage with the media.
- **Event Support:** Provide PR support for public appearances, speaking engagements, and events.
- **Reporting:** Regularly update AEO on media activities, including reports on coverage, reach, and impact.

5. Proposal Requirements

Interested firms or individuals should submit a proposal that includes the following:

- **Executive Summary:** A brief overview of your firm and its capabilities, including experience relevant to this project.
- **Approach:** Detailed explanation of how you would approach this engagement, including initial strategies, timelines, and key deliverables.
- **Experience:** Case studies or examples of similar work conducted for other high-profile clients, particularly in the nonprofit sector or with CEOs of similar organizations.
- **Team Composition:** A list of the team members who would be assigned to this project, including their relevant experience and roles.

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- **Budget:** A detailed budget that outlines the costs associated with the proposed scope of work, including a breakdown of fees, expenses, and any other costs.
 - **References:** Contact information for at least three references from previous clients who can speak to your firm’s capabilities and success in similar projects.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience and Qualifications:** The proposer’s experience in public relations, particularly with high-profile clients and media relations in print and television.
- **Strategic Approach:** The proposer’s ability to articulate a clear, effective strategy for achieving the project objectives.
- **Creativity and Innovation:** The proposer’s ability to think creatively and propose innovative solutions.
- **Budget:** The cost-effectiveness of the proposal in relation to the services offered.
- **References:** Feedback from references and demonstrated success in similar engagements.

7. Submission Instructions

Please submit your proposal via email to communications@aeoworks.org by 5:00 PM EST on September 3, 2024. Late submissions will not be considered.

8. Timeline

- **RFP Issued:** August 14, 2024
- **Questions Due:** August 23, 2024
- **Proposal Submission Deadline:** September 3, 2024
- **Finalist Interviews:** Week of September 9, 2024
- **Selection Announcement:** September 16, 2024
- **Project Start Date:** October 1, 2024

9. Questions

Questions regarding this RFP should be submitted in writing to Marieka Walsh by 5:00 PM EST on August 23, 2024. Responses to all questions will be provided to all interested parties by August 27, 2024.

10. Terms and Conditions

- AEO reserves the right to accept or reject any or all proposals without any obligation to provide reasons for the rejection or acceptance.
- All costs associated with the preparation of the proposal are the sole responsibility of the proposer.
- AEO may request additional information or clarification from proposers during the evaluation process.

We look forward to receiving your proposal.

Marieka Walsh
Senior Director of Operations

Association for Enterprise Opportunity (AEO)