



Marketing and Public Relations Partner Request for Proposal

At the Atlanta Community Food Bank, we believe everyone should have enough nutritious food to live a healthy and productive life. We believe in the power of community. We believe that everyone has a role to play in protecting and strengthening that community. We believe that the health and wealth of our community reflect how well we collectively treat our neighbors, especially the most vulnerable.

What We Do:

Every year, the Atlanta Community Food Bank works with more than 700 community-based, nonprofit partners—including food pantries, community kitchens, childcare centers, schools, healthcare organizations, night shelters, and senior centers—to distribute over 100 million meals to an estimated 820,000 food insecure neighbors in 29 counties across metro Atlanta and north Georgia. Our partner agencies receive products from us and they, in turn, provide food and other critical resources to those in need.

The Food Bank's work is made possible with the support of more than 45,000 donors and more than 41,000 volunteers each year.

Purpose of this RFP:

We are seeking a public relations partner to protect and enhance the reputation of the Atlanta Community Food Bank and to impact our ability to serve the community by increasing community support for the Food Bank's mission.

We need a partner who can ensure that our work impacting food insecurity remains top-of-mind locally and nationwide, and who increases awareness of the Food Bank's leadership as experts and thought leaders on the topic of food insecurity, as well as innovative best practices for food banks.



Scope of Work:

The selected public relations partner will be expected to provide the following:

1. Planning

- a. Comprehensive yearly planning and creative proposals for promotion and support of the Atlanta Community Food Bank's work, including fundraising events and themed initiatives, e.g., Hunger Action Month.
- b. Maintain awareness of food insecurity issues, as well as general food industry-related topics, to assist in providing guidance and suggesting opportunities to capitalize on issues that are trending or newsworthy, as well as guidance on issues that could be controversial.
- c. Maintain and/or develop relationships with local restaurants, corporations, organizations, and celebrities to uncover and take advantage of partnership opportunities.
- d. Participate in weekly status calls with Public Relations Manager and Director, Marketing & Communications, and provide call recaps.

2. Execution

- a. Draft press releases and create media pitches for the Atlanta Community Food Bank's work, including donations, fundraising events, leadership news, awards, milestones, and data and information releases related to food insecurity.
- b. Distribute press releases on various newswires, execute media pitches, and distribute collateral materials to promote the Atlanta Community Food Bank's work to national, industry, and local media.
- c. Coordinate with the Atlanta Community Food Bank when media express interest in stories, reach out with inquiries, or request interviews.

- d. Provide counsel regarding media outreach and messaging for the Food Bank's work.
- e. Provide counsel on sensitive or reputational issues, including those involving state and federal legislation, funding, programs, and crises. Advise on crisis communication plans and holding statements. Support rapid response as needed.
- f. Promote the Atlanta Community Food Bank's work to social media influencers. Develop these relationships and agreements, handing off any day-of interactions to the Atlanta Community Food Bank team.
- g. Distribute information about the Atlanta Community Food Bank's work to various local community and calendar listings to promote events and fundraising efforts.
- h. Provide insight into media outlets and reporters/writers, etc., to assist in the evaluation of inquiries and opportunities.
- i. Develop human interest stories to highlight various aspects of the Atlanta Community Food Bank's work and staff, i.e., tenure milestones, and pitch these stories to appropriate local and national media.
- j. Make recommendations for industry-specific and leadership awards and accolades and, upon direction from the Atlanta Community Food Bank, complete and submit award applications.
- k. As requested, create talking points and preparatory and background documents for Atlanta Community Food Bank spokespeople.
- l. As requested, provide media training for Atlanta Community Food Bank spokespeople.
- m. As requested, provide onsite public relations/media support for events.



3. Reporting and Insights

- a. Provide regular updates on public relations initiatives and efforts made on behalf of the Atlanta Community Food Bank.
- b. Provide weekly reports of notable media hits involving the Atlanta Community Food Bank, including links to articles and posted content.
- c. Provide detailed monthly media monitoring reports, including impressions, publicity value, and media highlights.
- d. Track media landscape trends relevant to food insecurity and food banking, analyze public relations strategy to generate insights on what is working and what is not, and make recommendations for adjusting strategy, as needed.

Items to be included in your proposal:

1. General Organization Information

Provide a brief description of your firm, including the names, contact information, and resumes or bios of those who will be providing services. A portfolio of your previous work and/or case studies for similar/nonprofit organizations is encouraged.

2. Approach

Given the deliverables defined in the scope of work, please describe the approach you would use if selected. Highlight your processes for: communicating with clients, identifying pitch opportunities, creating and distributing press releases, and tracking results. Please include your availability to begin work.

3. Experience

Describe your experience in providing similar services. Explain your philosophy on protecting your client's reputation and how you go about doing so. Further, describe the outcomes demonstrated as a result of the work you have performed for other clients.



4. References

Provide a list of at least three references, including a contact name, email address, and telephone number for organizations for whom you have completed similar work.

5. Fee Schedule

Provide a schedule of fees. We welcome you to propose all or any portion of the services requested. Include rates for specific portions of the scope of work for which you are offering services or a rate for comprehensive completion of the full scope of work. Please distinguish between what would be included in a monthly retainer and what may be billed separately.

RFP Process Timeline:

RFP Issued to Prospective Partners	4/13
Questions Received No Later Than	4/24
Questions Answered (all questions will be collated with one response sent to all prospects)	5/1
Proposals Due to Food Bank	5/12
Proposals Reviewed	5/13-20
Interviews Conducted with Finalists	5/21-6/3
Decision Made, Partner Identified	W/O 6/8
Work Begins	On or before 8/17

Selection Criteria:

- Approach to providing services
- Experience and demonstrated results with other similar clients/initiatives
- References
- Cost-effectiveness

Submit All Responses, Including Questions and Proposal, to:

Jean Tate
 Public Relations Manager
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 678-553-5928