



Request for Proposals for Public Relations Services

1.0 Introduction

RISE Prep Mayoral Academy is a K-12 network of public charter schools located in Woonsocket, Rhode Island, serving students from Woonsocket, North Smithfield, and Burrillville. RISE Prep opened in 2015 with Kindergarten and will educate scholars in grades K-9 in the upcoming 2024-2025 school year. It is the intent of RISE Prep to award a contract for Public Relations Services as a result of issuing this Request for Proposal. Proposals should be emailed to Dr. Rosalind DaCruz at rdacruz@riseprepri.org no later than **12:00PM EST on September 17, 2024 with the subject line: "Public Relations Bid."**

Any proposal received after the announced time and date of opening will not be considered. The right is reserved to reject any and all proposals, and to waive any informality in RFP's. The successful proposer shall demonstrate the ability to provide a comprehensive program of public relations and communication services to RISE Prep Mayoral Academy.

2.0 Contract Period

It is the intent of this Request for Proposal to award a one year contract, with the right to renew for one-year periods after successful negotiations.

3.0 Overview of Scope of Work

Assist the Board of Directors and Executive Director with public relations, recruitment/enrollment marketing, and information management. Public relations and information management services shall consist of public relations support functions, information dissemination strategies, crisis communication management, and other related duties.

4.0 Public Relations Services

- A. Provide a yearlong scope of work for public relations and communications
- B. Provide a yearlong scope of work for social media development and management
- C. Develop a plan for messaging and branding for RISE Prep Mayoral Academy

Add Ons

- D. Cost to provide positive stories and visuals on school events, scholar activities and achievements
- E. Cost to write Opinions and Editorials for newspapers as needed
- F. Write and share press releases with local media outlets
- G. Develop and assist in crisis communication as needed
- H. Develop an enrollment/recruitment marketing plan for RISE Prep Mayoral Academy to increase enrollment and recruitment at all schools with a focus on RISE Prep's new High School.

6.0 References

Contractors submitting an RFP must provide a minimum of three (3) references in which similar contracts have been provided to school or educational organizations. This reference list must include the name, address, and telephone number of a key contact person and a brief description of the services provided.

8.0 Cost Proposal

Contractors must describe and define all costs associated with an annual contract for Public Relations Services. The proposal cost must include all costs for services in order to perform in accordance with the scope of services.

9.0 Contact Person

All questions and inquiries regarding the Request for Proposal specifications should be directed to Dr. Rosalind DaCruz, Executive Director at RISE Prep, rdacruz@riseprepri.org.

10.0 Proposal Evaluation

Proposals will be evaluated and decided on by the Executive Director and Board of Directors.

Proposals will be evaluated based on the following criteria:

1. Qualifications of the proposer;
2. Demonstrated expertise and past experience in conducting similar services;
3. Service, functions, and capabilities proposed;
4. Cost of proposal; and
5. Contract terms

11.0 Instructions for Submission Timeline

RFP issued: August 16, 2024

RFIs due: August 23, 2024

RFIs answers posted: August 26, 2024

Proposal Extended: September 3, 2024

RFP Submission Deadline: September 17, 2024

Contract Awarded: October 8, 2024

Submission Logistics

RFIs regarding the RFP should be directed via email to Dr. Rosalind DaCruz at rdacruz@riseprepri.org no later than **12:00PM EST on September 12, 2024**. Emailed RFIs must use “Public Relation Bid RFI” in the subject line

Proposals should be emailed to Dr. Rosalind DaCruz at rdacruz@riseprepri.org no later than **12:00PM EST on September 17, 2024 with the subject line: “Public Relations Bid.”**

12.0 Summary

It is the responsibility of the proposer to submit a proposal that best meets the requirements outlined in this Request for Proposal. The proposer may elect to include information not requested and the content of the proposal shall be at the discretion of the Proposer. It is the intent of RISE Prep to award a contract for Public Relations Services as a result of this Request for Proposal; RISE Prep reserves the right to reject any or all such proposals that it deems not in the best interest of its schools and/or scholars.