

REQUEST FOR PROPOSAL (RFP) FOR PUBLIC & MEDIA RELATIONS SERVICES
for Sankofa Community Development Corporation
5200 Dauphine St. New Orleans, LA 70117

All questions and responses should be directed to Marijohn Robinson via email to
info@sankofanola.org

Responses Due By Friday, February 28, 2025 at 4:00 PM Central Time.

I. Overview

Sankofa Community Development Corporation (Sankofa CDC) is a Black-led, woman-led, community-based organization committed to building healthier, more resilient communities for generations to come. Founded in 2008, Sankofa CDC is dedicated to sustainable, health-centered development with a focus on revitalizing the historic Lower Ninth Ward (LNW) area of New Orleans, LA. Our work is grounded in a model of equity and justice, ensuring that our initiatives directly address the social determinants of health and actively combat the systemic barriers that contribute to health disparities.

Through our long-established community development programs, Sankofa CDC empowers individuals and communities by fostering solutions that promote long-term well-being and resilience. We are driven by our mission to dismantle inequality and create lasting, positive change in the neighborhoods we serve.

Core areas of [Our Work](#) include:

- **Healthy Food Access:** Programs like the **Sankofa Fresh Start Market** provide fresh, affordable produce to neighborhoods with limited access to healthy food, alongside urban farming projects.
- **Environmental Conservation & Education:** The **Sankofa Wetland Park and Nature Trail** project improves stormwater management, restores natural habitats, and offers environmental education and recreational opportunities.
- **Economic Empowerment:** Sankofa CDC works to stimulate local economic growth through local business' support, and sustainable community projects like the **Sankofa Vegetable Farm**.
- **Community Engagement & Advocacy:** Our efforts are rooted in collaboration with community members to ensure our programs meet local needs and reflect community aspirations.

As Sankofa CDC continues to grow and expand its influence, we are seeking a Public & Media Relations (PR) partner who will help amplify our mission, raise awareness of our successes, and broaden our reach to a larger, more diverse audience.

II. Project Goals

The key objectives for this PR engagement are as follows:

1. **Brand Awareness:** Elevate Sankofa CDC's reputation as a leader in community development and environmental sustainability both nationally and globally.
2. **Storytelling:** Craft compelling narratives that illustrate the impact of Sankofa's initiatives and programs.
3. **Media Relations:** Build and sustain relationships with key media outlets to secure press coverage across diverse platforms.
4. **Community Engagement:** Create strategies to engage with a wide range of stakeholders, including donors, partners, and community members.
5. **Campaign Support:** Provide creative and strategic support for specific campaigns related to environmental conservation, food access, and wellness.
6. **Reputation Management:** Monitor Sankofa's public image, ensuring it aligns with our mission and values, and enhance our reputation.

III. Scope of Work & Deliverables

The selected PR consultant will be responsible for the following:

1. **Media Kit Development:**
 - Create and distribute media kits and press releases to effectively communicate Sankofa CDC's mission and initiatives.
2. **Event Promotion:**
 - Promote community events and initiatives through targeted PR campaigns.
 - Oversee PR logistics for events, ensuring media coverage and successful outreach.
3. **Media Outreach:**
 - Establish connections with national and international media outlets, including magazines, journals, and TV media, to showcase Sankofa CDC's work.
4. **Strategic Branding Support:**
 - Provide guidance for Sankofa CDC's brand development and acquisition of corporate sponsorships.
5. **Monitoring and Reporting:**
 - Track media coverage and assess PR campaign performance.
 - Provide regular performance reports with metrics to evaluate success.

V. Proposal Requirements

PR Consultants interested in this opportunity should submit a proposal that includes:

- **Company Overview:**
 - Name, address, and contact information.
 - Background, mission, and areas of expertise.
 - List of current and past clients, with a focus on nonprofit or social impact campaigns.
- **Approach and Methodology:**
 - Describe your approach to PR strategy development and execution for nonprofit organizations, specifically Sankofa CDC.
 - Outline how your approach will support Sankofa CDC's goals and Mission.
- **Team Structure:**
 - Provide bios of key team members who will work on the account.
- **Relevant Experience:**
 - Provide examples of similar projects and the results achieved.
 - Include at least three case study references.
- **Budget:**
 - A detailed breakdown of costs for the proposed services, including any additional services or potential add-ons.
- **Timeline:**
 - A proposed timeline for key deliverables.

VI. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. **Expertise and Experience (30%):**
 - Demonstrated experience in nonprofit PR, particularly with mission-driven organizations.
 - Proven track record in generating media coverage, developing successful campaigns, and managing public relations efforts for organizations similar to Sankofa CDC.
2. **Creativity and Innovation (25%):**
 - Ability to present fresh, innovative ideas for public relations strategies and campaigns that align with Sankofa's mission and goals.
 - Demonstrated creativity in crafting engaging content and utilizing media to drive awareness and engagement.

3. Measurable Results (20%):

- Proven success in delivering measurable PR outcomes, including increased media coverage, improved public perception, and enhanced engagement.
- Ability to measure and report on campaign effectiveness through metrics and key performance indicators (KPIs).

4. Cost-Effectiveness and Budget Alignment (15%):

- Cost structure that aligns with Sankofa's budget.
- Transparent pricing for proposed services, including a detailed breakdown of costs and any potential additional expenses.

5. Responsiveness and Timeliness (10%):

- Ability to meet deadlines and deliverables.
- Responsiveness to inquiries and Sankofa CDC's evolving needs.

VII. Submission Details

- **Submission Deadline:** Friday, February 28, 2025 at 4:00 PM Central Time.
- **Submission Format:** All proposals must be submitted via email addressed to Marijohn Robinson at info@sankofanola.org.