

# REQUEST FOR SERVICES

Nonprofits

February 8, 2011



## BACKGROUND/SCOPE

In 2009, Open Channels Group provided pro bono professional public relations consulting services to nonprofit organizations in Tarrant and Dallas County. Open Channels Group's staff of six donated more than 300 hours to nine projects benefitting the following organizations: the United Negro College Fund, Minority Leaders and Citizens Council, Samaritan House, Generation Hope, Dale Carter Foundation, Southeast Fort Worth Inc., Paul Quinn College, Fort Worth Downtown Rotary and MDA Foundation. In order to maximize its impact, in late 2009, Open Channels Group developed a new policy to maximize the quality and reach of its pro bono services as well as the impact on a local nonprofit organization.

Open Channels Group distributed a Request for Services in 2010, a first in the company's history, to solicit nonprofit organizations in need of public relations consulting services. With the help of community and business volunteers, Open Channels Group selected nonprofit Day Resource Center (DRC), a local homeless center located in Fort Worth. Open Channels Group's staff of eight created a plan that would help DRC expand its base of community support, develop a compelling message about their fight to end homelessness and expand their online presence. In addition, the company made an additional \$10,000 in charitable contributions to various organizations and causes.

Open Channels Group looks to continue its corporate goodwill and stewardship by providing professional public relations consulting services valued at up to \$25,000 to an interested and qualified 501(c)3 nonprofit organization.

## REQUIREMENTS

The nonprofit must be a qualified 501(c)3 in good standing, organized and operating for at least one year and serve the Tarrant County community. The organization must also show a need for such services and must currently have a team in place who is able to execute our recommendations.

We want to lend the expertise of our dynamic team of communications professionals to help your organization promote a cause or service, understand traditional media and new media, increase awareness or even tackle crisis planning. If these are the type of professional services your organization could use, please respond to the following Request for Services.

## ABOUT OPEN CHANNELS GROUP

Founded in 2005 by Tonya Veasey, Open Channels Group is a public relations agency located in downtown Fort Worth. Within six years, Open Channels Group has become one of the leading firms for strategic communications and public affairs. Clients include Cook Children's, HNTB Corporation, Fleishman-Hillard, and Texas Motor Speedway. Our motto is "Exceeding our clients' expectations." Visit [www.openchannelsgroup.com](http://www.openchannelsgroup.com) for more information.

## SCHEDULE

If you are interested, please return your information by **Tuesday, February 22 at 5 p.m.** Decisions on a nonprofit will be made within approximately two weeks of the submission deadline, with full engagement immediately following.

**FEBRUARY 22, 2011** - Nonprofits submit RFS responses to [info@openchannelsgroup.com](mailto:info@openchannelsgroup.com).

**MARCH 1, 2011**- Short list determined and nonprofits notified, presentation/conference arranged

**WEEK OF MARCH 15, 2011** - Agency chosen and engaged

## CONTACT INFO

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**INFORMATION REQUESTED**

Nonprofit Overview (Organization mission/goals, area of specialty, years of service, geographical reach or coverage area (city, county), etc.)
Range of Services (List details of services rendered to the community. Describe what makes program a best investment?)
Staff Bios (Please provide details on staff experience, background, and size.)
Need for Services (What type of public relations work is needed? Why are services necessary to advance program mission/goals? Provide duration of proposed project or campaign and expected results.)
Staff Availability (You must have staff dedicated to perform this work. Please list the individuals who will be responsible for executing our recommendations.)
Describe past public relations efforts or successful campaigns (List specific projects, provide details including newsletters, flyers, advertisements or news clippings.)
Awards or Honors
Nonprofit Statement (Certify the organization's nonprofit status, tax exemption number/status)
Additional Relevant Material (Enclose all marketing literature or relevant case studies)