

Canyon Ranch Institute
Request for Proposals
Functional area: Strategic Communications
Issued: June 29, 2007
Deadline for Receipt of proposals: July 20, 2007

Description:

Canyon Ranch Institute is a 501(c)(3) non-profit organization dedicated to inspiring and educating people so that they can make positive, healthy choices for themselves, their families, and their communities. The Institute is seeking a strategic communications partner or partners to establish this new Institute as a presence among key audiences, increase awareness of its current programs, and support new programs as they are developed. The Institute is seeking more than an agency or individuals who can support projects. We are seeking strategic partners who will help us develop the core branding, messaging, and perhaps even help to establish Institute initiatives. This level of collaboration requires the depth of experience, knowledge, and connections that we have attempted to describe in Qualifications (Section 2).

Instructions:

To respond to this RFP, please send us a proposal that addresses prior experience (including work samples and your organization history and/or biographical information, if possible) in any of the following Strategic Planning and Deliverables (Section 1) and the Qualifications (Section 2). The proposal should be no longer than five letter-sized pages, excluding the samples and organization history and/or biographical information. For budgeting purposes, the proposal must include information about your rates (hourly or per project) and a cost estimate for any one project of your choice that you would recommend the Institute start and complete in 2007.

Deadline:

To be considered for the next step of the RFP process, a proposal must be received via email or mail on or before Friday, July 20. Please address proposals to:

Email: CRI@canyonranchinstitute.org

OR

Mail: Canyon Ranch Institute
8600 E. Rockcliff Road
Tucson, AZ 85750

Please send inquiries about this RFP to: CRI@canyonranchinstitute.org. Inquiries will be answered within two business days of receipt.

Section 1: Strategic Planning and Deliverables

The selected applicant(s) will engage in all or most of the following activities:

- Provide strategic counsel in the development of communications plans for all ongoing activities related to Canyon Ranch Institute;

- Participate in planning meetings to develop key messages and identify goals for each new project and assignment;
- Develop messages and content for incorporation into presentations and speeches;
- Develop new content for the Institute website that highlights new programs and existing goals;
- Provide recommendations to enhance the current website architecture and content;
- Draft press releases, media advisories, fact sheets, backgrounders, and other media-related materials;
- Conduct media outreach and prepare Institute spokespeople with background materials, Q&As, and talking points, prior to any interviews;
- Monitor news and trade outlets for all coverage related to Institute news and related research topics;
- Coordinate with all Institute partners on activities related to co-sponsored events, news releases, and media inquiries;
- Organize Institute participation in the filming of B-roll or other broadcast media materials;
- Conceptualize and develop new graphics/illustrations for the Institute to use on the website, in presentations, and with the media;
- Draft prepared remarks for Institute leadership at news conference and events
- Provide counsel, coordinate, and staff events to promote Institute programs and initiatives;
- Prepare Institute communications materials, including fact sheet and backgrounders, in support of its business development activities;
- Draft contributed articles and editorials on behalf of Institute leadership for submission to major publications and news outlets.

Section 2: Key Experience and Qualifications

The selected applicant(s) will demonstrate all or most of the following:

- Understanding of the unique communications challenges of non-profit organizations
- Experience and expertise working at the leadership level in developing, implementing, and managing non-profit organizations' strategic communications programs;
- Experience and expertise launching programs and initiatives focusing on public health where the non-profit, public, and private sectors have partnered;
- A clear understanding of the issues facing the health and wellness of Americans and the scientific developments that are changing the way we can address these issues;
- Success in working with both the public and private sectors to raise awareness of public health issues;
- Success working with both the public and private sectors to build partnerships and/or build membership for the purposes of communicating a common message;
- Success in the launch of branded campaigns related to healthcare and science;
- Extensive contacts with national and local health, science, consumer, and business reporters and science writers;
- Writing skills tailored to public health, healthcare, and scientific research topics
- The critical staff and creative resources to launch multifaceted initiatives, working alongside internal and external partners;

- Proven experience in the development of presentations, speeches, and materials for high-level spokespeople at national conferences and events;
- A commitment to improving the health and well-being of all people worldwide, particularly underserved communities and populations.

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