



## Request for Proposals (RFP)

For

### Public Relations and Media Outreach Services

**OT # 26-03**

**Issue Date:** Friday, November 21, 2025

[Requests For Proposals - Oakland Thrive](#)

[www.oaklandthrive.org](http://www.oaklandthrive.org) / Partner With Us / Request for Proposals

**Question** Friday, December 5, 2025, at 4:00 PM Eastern Time

**Deadline:** Submit questions to: [opportunities@oaklandthrive.org](mailto:opportunities@oaklandthrive.org)

**Proposal** Friday, December 19, 2025, at 4:00 PM Eastern Time

**Deadline:** Late submissions will not be considered.

**Contact:** Danielle Sadler at [opportunities@oaklandthrive.org](mailto:opportunities@oaklandthrive.org)

**DESCRIPTION:** Oakland Thrive invites qualified public relations (PR) firms to submit proposals for comprehensive public relations and media outreach services to help increase earned and organic media visibility. The selected vendor will collaborate with the Oakland Thrive team to develop and execute a PR strategy that amplifies the organization's mission, programs, and community impact across print, television, radio, and online outlets.

In addition to general brand visibility, Oakland Thrive seeks to raise awareness and strengthen recognition among corporate, philanthropic, and community stakeholders to support the organization's evolving fund development and partnership strategy. The PR effort will play a critical role in positioning Oakland Thrive as a leading convener and thought leader in inclusive economic development, reinforcing the case for investment and collaboration across Oakland County's business and philanthropic ecosystem. The selected PR partner will support Oakland Thrive in raising awareness among corporate and philanthropic partners and key stakeholders. This will involve developing and executing strategies that align media efforts with the organization's broader fund development and partnership goals.

**Contract Term:** January 2026 – July 2026



---

## SECTION 1 – PROJECT OVERVIEW

**INTRODUCTION:** Oakland Thrive is a nonprofit organization committed to helping small businesses in Oakland County thrive through access to resources, capital readiness, and community collaboration. As part of our 2026 programming, Oakland Thrive is seeking a professional PR firm to support our visibility, media engagement, and stakeholder awareness goals.

This initiative aligns with the organization’s broader fund development strategy, in which earned and organic media play a vital role in demonstrating impact, elevating community voice, and cultivating support from corporate, philanthropic, and civic partners. The selected firm will help Oakland Thrive position itself as a trusted, innovative leader driving equitable economic growth in Oakland County.

## SECTION 2 – MINIMUM QUALIFICATIONS

Proposers will be deemed non responsible and rejected without any further evaluation if they do not meet the following qualifications:

1. Minimum seven (7) years of experience providing public relations or communications services for nonprofit, government, or corporate clients.
2. Demonstrated experience securing earned media placements for nonprofit, government, or community-based organizations (minimum of five examples within the last three years).
3. Lead Account Manager with a minimum of five (5) years of senior-level PR experience.

## SECTION 3 – SCOPE OF WORK

The selected firm will provide comprehensive public relations (PR) and media outreach services for Oakland Thrive, including but not limited to:

### Strategic PR Communications Plan

- Develop and execute a 6–12-month comprehensive PR and media relations strategy that highlights Oakland Thrive’s programs, partnerships, and impact on small business owners and the community.
- Ensure PR communication plan alignment with the organization’s mission, tone, brand identity, and priorities.
- Create a complete media kit with organization background, leadership bios, and fact sheets.
- Integrate messaging that supports donor cultivation, stakeholder engagement, and long-term sustainability goals

### Media Relations and Earned Media Outreach

- Secure 2-3 organic/earned press coverage in local, regional, and national outlets (print, broadcast, radio, digital) per month.



- 
- Build and maintain relationships with journalists, editors, and producers at the local, state, and national level.
  - Proactively pitch story ideas, interviews, op-eds, guest columns, feature articles, and expert commentary opportunities for Oakland Thrive leadership and team.
  - Craft and pitch human interest stories featuring our clients, staff, partners, or success stories with compelling narratives and storytelling features.
  - Draft and distribute press releases and media advisories for major announcements, milestones, and events.
  - Coordinate and manage media interviews and press events as needed.
  - Prepare and coach leadership for media interviews, panels, and speaking opportunities as needed.
  - Advise on paid media opportunities that align with our mission, goals, and events.
  - Offer rapid response support as needed.

#### Measurement and Reporting

- Provide monthly PR and Media reports including outreach efforts, coverage secured, placements, and analytics, with attention to how earned and organic media are contributing to increased awareness among corporate, philanthropic, and ecosystem partners.
- Include qualitative and quantitative analysis on message resonance, media tone, reach among target audiences, and contribution to fund development outcomes.
- Recommend ongoing media and messaging adjustments based on data trends, stakeholder sentiment, and partnership engagement indicators.
- Methods and tools for tracking earned media coverage, reach, and impressions must be clearly described.
- Provide a final report summarizing performance against objectives and contribution to Oakland Thrive's overall visibility and fund development strategy.

### **SECTION 4 – EVALUATION PROCESS**

**EVALUATION CRITERIA:** All proposals received in a timely manner will be evaluated by Oakland Thrive's Evaluation Committee. All proposals will first be evaluated for responsiveness, then responsibility. All responsive and responsible proposals will be evaluated on the following criteria:

- A) Experience and Qualifications**
- B) Creativity and approach**
- C) Cost**
- D) Team Expertise and Capacity**



---

**A) Experience and Qualifications:** Proposers should provide information that clearly demonstrates their ability to meet the minimum qualifications outlined in this RFP.

- Each proposer must complete the Verification of Minimum Qualifications Form **or** submit equivalent documentation that substantiates compliance with each listed qualification.
- Proposers shall also provide a minimum of two (2) references from nonprofit organizations or comparable clients. Each reference must include the client's name, contact information, and a brief description of the services provided, including scope, timeline, and outcomes. References should reflect relevant experience in managing similar projects in size, scope, and complexity.
- Minimum 7 years of experience in public relations or strategic communications.
- Experience with nonprofit or government clients (required due to the mission-focused context).
- Evidence of earned media success (case studies, placement samples, or metrics). At least five examples within the last three years.
- Understand both local and regional media markets.

**B) Creativity and approach:**

- Demonstrated understanding of Oakland Thrive's target audiences (small business owners, community partners, media, funders).
- Awareness of the current media landscape and opportunities for elevating Oakland Thrive's profile.
- Clarity, creativity, and feasibility of the firm's proposed public relations and storytelling approach.

**C) Cost**

- Itemized cost breakdown (e.g., retainer, project tasks, optional add-ons).
- Cost-to-value alignment with scope deliverables.

**D) Team Expertise and Capacity:**

- Relevant qualifications and experience of proposed team members.
- Dedicated account manager with nonprofit or economic development PR experience.
- Adequate staffing and resources to handle deadlines, media requests, and rapid response needs.
- Ability to manage multiple deliverables (press releases, media kits, interviews, analytics).
- Designate an Account Lead with at least 5 years of senior level PR experience who will directly oversee Oakland Thrive's account.



---

## SECTION 5 – SUBMITTAL REQUIREMENTS

Failure to submit a timely proposal will result in your Proposal being deemed nonresponsive. The Proposer is to submit the following required forms and information:

- Cover letter
- Proposal Form
- Price Form
- Verification of Minimum Qualifications Form
- Business Information Form
- Proof of LARA registration and good standing

Submit your **(PDF) proposal** to email address [opportunities@oaklandthrive.org](mailto:opportunities@oaklandthrive.org). The Subject line should indicate: Proposal for RFP 26-03 Public Relations and Media Outreach Service.

**or**

Mail a hard copy to Oakland Thrive, Attn: Proposal for (RFP) #26-02 Public Relations and Media Outreach Service, 35 W. Huron St. Suite 201, Pontiac, MI 48342.

Proposals must be received no later than Friday, December 19, 2025, at 4:00 PM EST. Late submissions will not be considered.

**ELECTRONIC MEDIA FILE(S)** will be considered an original Proposal. These files must be word-searchable portable document format (PDF) that permits the materials to be saved, viewed, printed and retransmitted by electronic means.

**DISCLOSURES:** Disclose any business relationships with any affiliates, contractual agreements, relationships, retainers, or other employment that your firm or any employee has with any Oakland Thrive employee.

**EXCEPTIONS:** The Proposer shall clearly identify any proposed deviations from the language in the Request for Proposals. Each exception must be clearly defined.

**CONTRACT AWARD:**

- Oakland Thrive reserves the right to accept or reject any or all proposals.
- Submission of a proposal does not guarantee selection.
- The selected vendor will be required to sign a formal agreement.
- Oakland Thrive is not responsible for any costs incurred in preparing this proposal.
- The Proposer must comply with all applicable laws, regulations, and Oakland Thrive procurement policies.



---

## SECTION 6 – INSURANCE REQUIREMENTS

**1. Commercial General Liability:** Coverage on an “occurrence” basis, including products and completed operations, contractual liability, property damage, bodily injury, and personal injury, with limits of not less than \$500,000 per occurrence and \$1,000,000 aggregate. Oakland Thrive shall be named as an Additional Insured.

**2. Workers’ Compensation and Employer’s Liability:** Workers’ Compensation as required by law, with Employer’s Liability coverage of no less than \$100,000 per accident, \$100,000 per employee for disease, and \$300,000 policy limit for disease.

**3. Automobile Liability:** If vehicles are used in the performance of this contract, coverage shall be maintained at a limit of not less than \$250,000 per accident for bodily injury and property damage. If no vehicle is used, this can be waived.

**4. Professional Liability (Errors & Omissions):** Coverage with limits of no less than \$500,000 per claim to cover negligent acts, errors, or omissions in the performance of services.

**5. Cyber Liability:** shall be maintained with limits of no less than \$250,000 per occurrence.



---

**SECTION 7 – REQUIRED FORMS & ATTACHMENTS**

**PROPOSAL FORM**

I certify, under penalty of perjury, that I have the legal authorization to bind the firm hereunder:

**Company Information:**

- Company Name: \_\_\_\_\_
- Address (No P.O. Box Allowed): \_\_\_\_\_
- City: \_\_\_\_\_
- State: \_\_\_\_\_
- Zip: \_\_\_\_\_
- Federal Tax ID: \_\_\_\_\_

**Primary Contact for Clarification of this Offer**

- Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Cell Phone: \_\_\_\_\_
- E-mail: \_\_\_\_\_

**Authorized Signature**

**Signature of Person Authorized to Sign:**

\_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_











---

**BUSINESS INFORMATION**

NAME OF BUSINESS \_\_\_\_\_

PRINCIPAL OFFICE ADDRESS \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

BUSINESS WEBSITE \_\_\_\_\_

FORM OF OWNERSHIP (Check One)

Corporation ( ) LLC ( ) Joint Venture ( )

Partnership ( ) Individual ( )

( ) Business is in Good Standing with the State of Michigan.

( ) Business is in Good Standing with the state in which this business is domiciled.

FINANCIAL DISCLOSURE/CONFLICTS OF INTEREST: Identify any contract(s), including any contract involving an employment or consulting relationship, which the firm, or its partners, principals, corporate officers or owners currently has with Oakland Thrive, or with any of its board members.

---

---



**PRICE FORM**

1. Monthly Retainer (if applicable)

Provide the proposed monthly retainer amount covering strategic planning, media outreach, ongoing account management, reporting, and general communications support.

Description	Monthly Rate	No. of Months	Extended Total
Monthly Retainer	\$ _____	6	\$ _____

2. If the deliverable below is included in the monthly retainer, indicate "Included."

Cost Category	Description / Included Activities	Unit (Monthly / Project / Hourly)	Proposed Cost	Total (6-Month Term)
<b>1. Strategic Planning &amp; Account Management</b>	Development of overall PR strategy, planning meetings, account oversight, and coordination with Oakland Thrive team.	Monthly	\$ _____	\$ _____
<b>2. Media Relations &amp; Outreach</b>	Ongoing media engagement, story pitching, journalist relations, press release drafting/distribution, and interview coordination.	Monthly	\$ _____	\$ _____
<b>3. Content Development &amp; Storytelling</b>	Creation of media materials such as press releases, media kits, leadership bios, and human-interest stories.	Monthly	\$ _____	\$ _____
<b>4. Reporting &amp; Performance Tracking</b>	Monthly reports summarizing media coverage, analytics, impressions, and outcomes.	Monthly	\$ _____	\$ _____
<b>5. Rapid Response / Special Projects (As Needed)</b>	Reactive media support, event coverage, or urgent communications needs.	Hourly Rate	\$ _____	Estimated \$ _____

Subtotal: \$ \_\_\_\_\_



---

3. Additional Services / Optional Enhancements

List any optional services that may add value (e.g., paid media advising, social media strategy, photography, event PR, etc.).

Optional Service	Description	Estimated Cost
		\$ _____
		\$ _____

Subtotal (Optional Services): \$ \_\_\_\_\_

---

**Total Proposed Cost (6 Months):** \$ \_\_\_\_\_