

## Request for Proposal

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### INTRODUCTION

LeadersUp is soliciting proposals from firms and individuals with extensive experience in providing relationship development and media and public relations support services to not-for-profit organizations on a national scale. This request for proposal (RFP) contains background information on LeadersUp and specifics as it relates to the scope of work and the goals we hope to accomplish in 2018. We invite you to submit a proposal to us via email by no later than January 15, 2018.

### ABOUT US

Established in 2013 by Starbucks Corporation and launched by forward-thinking business leaders within the Starbucks Supply Chain, LeadersUp is an independent 501(c)3 nonprofit with the mission of bridging the divide between the business challenge of finding and keeping the best talent and the untapped potential of the next generation. We strive to engage businesses to connect opportunity youth (young adults ages 18-24 who are not working and not in school) to career pathways; amplify business leadership that creates community impact; and develop and share innovative evidence based practices that work. We do this by engaging businesses to LEAD UP by example and to create The Future at Work. LeadersUp's long-term strategic plan is to gain commitments from 100 companies to connect 5,000 youth to career pathways across 10 U. S. markets by December 31, 2018. LeadersUp is headquartered in Los Angeles and has major markets in both the San Francisco Bay Area and Chicago, Illinois.

### GOALS & KEY ACTIVITIES

LeadersUp is seeking a thought leader in the realm of public relations and communications with a proven track record for creative excellence and thought leadership in advancing a non-profit's local and national reach. By year end of 2018, LeadersUp seeks to accomplish the following goals while under the advisement of your firm:

**Media & Public Relations:** Develop and execute a media engagement strategy that secures earned coverage of key initiatives and events in LeadersUp's markets (Los Angeles, Chicago, and the San Francisco Bay Area).

1. Develop Strategy Memo & Communications Plan;
2. Curate list of national and local media contacts;
3. Book informational interviews with reporters/media contacts in each market;
4. Book studio interviews and news articles in each market.

**Thought Leadership:** Elevate LeadersUp's CEO, Jeffery Wallace, as an expert on addressing the national youth unemployment crisis and talent divide challenge.

1. Secure speaking engagements at international or national conferences.
2. Feature the President & CEO and the organization on various blogs, op-eds, professional listings, etc.

**Influencer Engagement:** Establish a national network of notable individuals that resonate with LeadersUp's core audiences (employers, young adults and talent development organizations) to will help raise awareness of LeadersUp's services and impact.

1. Secure participate in local or national events per market.
2. Secure meetings and develop follow-up strategy with potential corporate partners.
3. Recruit influencers to join local Career Pathway Summit Advisory Boards per market.

4. Integrate Honorary Committee Members and Executive Champions into media strategy.

### PROPOSAL REQUIREMENTS

If interested, the bidder should respond to this request with the following:

1. Executive Summary
2. Service Approach, SOW and Timeline
3. Professional Experience
4. Assigned Staff Members
5. Fees
6. Additional Information (if required)

### TIMELINE

December 22, 2017: RFP distributed to agencies and firms

January 15, 2018: Proposal submission deadline

January 20, 2018: Notification to agency regarding interviews

January 27, 2018: Notification to awarding agency

February 1, 2018: Kick-off meeting with awarding agency

### HOW TO SUBMIT

LeadersUp is an equal opportunity employer committed to bridging the divide between the untapped potential of young people and the business challenge of finding and keeping the best talent. To submit your proposal, please submit aforementioned content to [newsroom@leadersup.org](mailto:newsroom@leadersup.org), with "Proposal for PR Services" in the subject line by January 15, 2018. Bidders without these materials will not be considered.