

Request for Proposal Public Relations Support

Overview

This is a request for a public relations proposal for 15-40 Connection.

The proposal should incorporate the development of a public relations plan and the following activities: media relations, relationship building with appropriate centers of influence, and community relations activities that support overall marketing messages for 15-40 CONNECTION.

There will be several unique opportunities for 15-40 CONNECTION in 2015.

We anticipate these activities would include the following:

- Arranging local media coverage include interviews and appearances
- Identifying and training key spokespersons from our company
- Identifying key organizations to which our personnel should belong
- Identifying and assisting with placing our personnel on appropriate boards and commissions
- Identifying possibilities for speaking engagements and appearances
- Identifying additional public relations opportunities within the designated budget

The proposal should be based on a yearly budget of approximately \$35,000 for fees and expenses. The deadline for submitting this proposal is October 15, 2014. Address the proposal to: Tricia Laursen, 15-40 Connection, 53 Otis Street, PO Box 1153, Westborough, MA 01581.

Upon review of submissions, we will interview firms that meet the qualifications.

All proposals should include:

- Recommended key messages, primary program elements and evaluation criteria
- Detailed budget and timeline
- List of proposed team members, including biographies, billing rates and level of participation in the account
- Brief case histories that illustrate ability and experience in cause marketing
- List of current and former clients in cause marketing or related fields for whom you have worked in a similar vein, including independent contractors
- Explanation of PR firm's billing procedures including rates, mark-ups, etc.
- References

All proposals will be evaluated on:

- Demonstrated expertise in and understanding of cause marketing and/or health and wellness.
- Understanding of and ability to meet our goals and objectives.
- Firm and personnel qualifications and experience with weight given to experience of account team.
- Ability of proposal to be executed within budget.

About Us

Mission:

15-40 Connection is an emerging national organization committed to raising awareness about the life-saving advantage of early cancer detection. We empower individuals to take personal responsibility for their health, check themselves for cancer, and take assertive action in response to persistent health changes. 15 to 40-year-olds are diagnosed with cancer nearly five times more frequently than young children. However since 1975, improvements in their survival rates have not kept pace with those for other age groups. We strive to improve cancer survival rates for this overlooked population by providing educational resources, tools, and programming.

15-40 Connection is a 501(c)(3), not-for-profit organization.

Message:

Cancer survival rates in teens and young adults (ages 15 to 40) have barely improved since 1975 in a large part because a delay in diagnosis allows time for cancer to progress to more advanced stages. 15-40 Connection is changing by talking about cancer differently – to empower the lifesaving advantage of earlier cancer detection. 15-40 Connection’s new cancer conversation begins with a simple question: “*Would you recognize a cancer symptom?*” Most teens, young adults as well as others fearfully admit they would not. The most common cancer symptom is a subtle but persistent health change. A change that persists for 2 weeks should be checked by a doctor to determine the cause. This knowledge is the first tool needed to combat the factors that delay diagnosis and cost lives.

How seemingly small issues can lead to delayed diagnosis:

- Not understanding what a symptom can look or feel like
- Not recognizing or benchmarking your normal health by getting a physical
- Being embarrassed by symptoms and not telling your doctor about them
- Not trusting yourself when your instincts tell you something more is wrong
- Not being heard because your doctor minimizes your symptoms

Our customers

Teens and young adults 15-40 are the primary target for our messaging. 15-40 Connection develops relationships with companies, clubs and schools to engage their members in the conversation about cancer symptoms and early detection. This is often done with the support of young adult cancer survivors who share the way cancer symptoms crept into their lives and the journey that led to their diagnosis.

Media exposure

Much of our media coverage, partnerships and stories can be found at 15-40.org.

Our key messages

- 15-40 is starting a new cancer conversation
- Survival rates in people 15-40 haven't improved due to delayed diagnosis
- Would you recognize a cancer symptom?

Business/public relations priorities

The goal is to create a national dialogue on the urgency of early detection in teens and young adults. Similar to the heart attack conversations of the 70's, 15-40 wants the conversation about cancer, screening and health to be at every dinner table in America.

- Build public interest in and awareness of our product or service
- Engage key partners in education and spreading of the message.
- Position our organization as the leader (currently only) provider of
- Cultivate diverse markets demographically and psychographics
- Raise brand awareness through philanthropic activities and sponsorships

Questions

Please call Kelly Fattman at 617-95-9856. If you need additional information or have any questions no later than October 23, 2014.