



Request for Proposal for Non-Profit Public Relations and Marketing Consulting

Customer

Miocean

Term: 1/01/09 – 12/31/09

Proposal Deadline: December 01, 2008

Contact for questions and proposal submission

Please submit proposals by email (PDF preferred) and/or by physical email.

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Summary

Miocean seeks a PR firm or consultant with 5-10 years experience in non-profit public relations, marketing, and communications. The consultant will serve on retainer and handles ongoing public relation and communication activities for the organization. We are seeking a consultant raise awareness about our mission, our effectiveness, and to help differentiate us from other ocean focused organizations (locally and nationally). Though our organization focuses it's fundraising efforts toward corporations and high net-worth donors, we believe that wider public knowledge of our organization will help increase our fundraising efforts.

About Miocean

Founded in 2001, Miocean is a 501(c)3 non-profit organization run by business executives that are reducing urban run-off pollution of our 42 mile Orange County coastline through measurable environmental technology solutions. We also invest in our future generation of problem solvers through upstream education and prevention programs.



By partnering with local counties, cities, water districts, and other non-governmental organizations, Miocean brings a “business-to-business” approach to delivering measurable improvements to our local waters by leveraging its influence, resources, know-how and funding abilities.

Miocean’s Mission Statement

To clean up our local shoreline using a business approach of expertise, passion and resources for meaningful improvements.

Miocean’s Approach

The Miocean Foundation Board uses its network to identify pollution reduction projects at “the tipping point” which is, a fully defined, permitted, agency sponsored project that is simply short on community based funding. Worthy projects are selected that yield measurable, visible results in 1-2 years. The Foundation seeks to accomplish 2-4 projects per year along the Southern California shoreline (our ocean) and divides resources equally between prevention education and physical improvements.

Miocean Today

Miocean recently completed its seventh project at Poche Beach, San Clemente partnering with the County of Orange. To date, the implemented projects have eliminated over 12 million gallons of polluted water from our coastline. The on-going education programs are age targeted and meet State School Curricula standards. Over 10,000 4th & 5th graders have “graduated” from Miocean’s highly regarded Watershed Education Program at the Dana Point Ocean Institute, while the newly opened Miocean Back Bay Science Center in Newport Beach begins further education and expedited laboratory testing for our 42 mile long Orange Coast. Board leadership is comprised of a “Who’s Who” of local CEO’s and business champions with a sincere passion for our ocean. The Foundation enjoys a highly regarded “brand” and reputation for meaningful results – now!

The Miocean Team

The Miocean Foundation conducts business, executes projects, and audits results via an all volunteer Board of Directors who also, through an annual “give-or-get” commitment of \$10,000/year, pay the freight for most of the Foundations overhead costs. This enables donations to flow directly to meaningful projects and programs.

Fundraising

Our income is primarily derived from corporate donations and high net-worth private donors. In recent years, we have also secured funding through grant proposal



submissions.

Most of our annual revenue comes from our largest fundraiser, the annual Blue 42 Celebration held in June. More info about this event can be found here: <http://mioceanblue42.com>

In addition to the Blue 42 Celebration, we have attempted to hold smaller scale fundraising functions and awareness event. Moving forward, we would like to put more effort into these type of events, i.e., private dinners, private donor events, awareness luncheons, etc.

To learn more about Miocean, please visit: <http://miocean.org>

Key marketing and communications goals

- **Expanded Community Awareness:** To raise the visibility and credibility of Miocean, and communicate its' message, its' mission, its' differentiating position, and its' impact.
- **Expand Donor Base:** Network through existing donor base and broaden network throughout Orange County, San Diego and Los Angeles.
- **Increase Broader Media Exposure:** Community and targeted publications, newspapers, webzines, tv, etc. To work effectively with all media.
- **Expand Awareness in Related Government and Political Circles:** We work hand in hand with local governments.
- **Foundation Networking:** To increase awareness in likeminded foundations and attract new grants.
- **Cross-Promotion Opportunities & Corporate Relationships:** Focused on long term strategic alliances.

Our key audiences

- Corporate Donors
- High Net-Worth Donors connected to the ocean (activity and/or proximity)
- Potential Sponsors (for events and projects)
- Local Government and Politicians



- Other ocean focused organizations
- Coastline Communities (especially in OC, San Diego and Los Angeles.)

Miocean seeks a public relations firm or consultant who...

- Has at least five years professional experience in non-profit public relations, marketing and communications.
- Brings initiative, drive and creativity to their work.
- Thinks out of the box.
- Understands and has passion for Miocean's mission.
- Has excellent writing and editing skills, and brings a high level of creativity to our projects, writing, design and event marketing work.
- Advocates for and implements approaches that will increase the visibility and positive image of Miocean.
- Has a demonstrated ability to meet deadlines and manage multiple tasks.
- Flexible and energetic.

Ongoing projects include

- Media News releases on continuing basis
- Unique and widespread story placements.
- TV and radio interviews
- Ongoing media contact
- Sponsor Development
- Target partnerships with visible donors and sponsors
- Negotiate terms

Events

- Promote and cover the annual Blue 42 Celebration and other events.
- Brainstorm other non-duplicative events
- Bring a fresh eye to the table

Media

- Suggest best practices for Miocean goals



Print

- Solicit free advertising when possible

Brand

- Ensure that Miocean is consistent in its look and message.

Fees

Your bid for ongoing public relations work should include all your material and business costs.

Proposal Requirements

Please include the following information in your proposal:

1. Profile of your business, including any services that can be provided.
2. Provide preliminary PR overview that outlines your unique approach to helping us achieve our goals.
3. Proposed team members, qualifications and their roles.
4. Non-Profit clients for whom you provide/have provided work of a similar nature.
5. Three to four references that we may contact regarding your work.
6. Any other aspect that uniquely qualifies you to work with Miocean.
7. Fee structure, including breakdown and summary of costs.
8. Please include any in-kind service time if appropriate.

Please also provide with your proposal:

1. Samples of creative, collateral materials.
2. Samples of your own writing.