

Request for Proposals



EXTERNAL COMMUNICATOINS

Respond to

Jeff Bryant, Deputy Director
Jeff@nevadavolunteers.org

Deadline

June 15, 2023

RFP Issued By

Nevada Volunteers
www.nevadavolunteers.org
1380 Greg Street, Suite 228
Sparks, NV 89431

ABOUT NEVADA VOLUNTEERS

Nevada Volunteers is a 501(c)3 not for profit corporation led by a body of Commissioners appointed by the Governor of Nevada, to build an ethic of service and make positive and lasting social and economic impact across the state. Nevada Volunteers is among a national network of Governors Commissions on Service and receives funding from AmeriCorps, the State of Nevada, and philanthropic donations to empower all Nevadans to improve their communities through national service and volunteerism. This is accomplished through promoting an ethic of service and volunteerism to meet critical needs in education, environmental restoration, healthy futures, and economic opportunities, to name just a few.

Nevada Volunteers is issuing a Request for Proposals (RFP) from qualified consultants able to manage and guide the organization's communications needs.

PROJECT OBJECTIVES

- Develop and implement a communications strategy consistent with Nevada Volunteers mission.
- Enhanced social media presence and engagement.
- Strategic communication campaigns for: 25th Anniversary & Governor's Points of Light event.

SERVICES AND SCOPE

Traditional & Social Media

- Develop a communications calendar to review at designated intervals with staff.
- Develop, write, and disseminate topical, relevant stories, social media posts.
- Compile and maintain a list of media outlets, including broadcast and print.
- Compile and maintain a list of Commissioner and designated staff availability for interviews.
- Train Nevada Volunteers Staff, Commissioners, National Service Members, and Subgrantees for media interviews with willing participants.

Events Support

- In consultation with Nevada Volunteers Staff, provide communications and tactical support (including pre- and day-of event interviews) for the annual Governor's Points of Light Event and other events as identified.

Website Support

- Provide editorial oversight (tone, content, proofreading of website).

AGENCY SELECTION CRITERIA

- Prior experience with similar projects.
- Demonstrable experience delivering projects of our scope and size.

BUDGET DETAILS

Depending on the final Scope of Work, the project budget range is \$15,000 - \$20,000 through December 31, 2023. The contract may be renewed on an annual basis.

SUBMISSION REQUIREMENTS

Please send your proposal (1-2 pages) and budget to jeff@nevadavolunteers.org. The proposal should include experience, qualifications and any other relevant information to this project.

We encourage women and minority owned businesses apply.

RFP DEADLINE

Nevada Volunteers will begin reviewing proposals after June 15, 2023.