



Public Relations & Marketing Agency: Questions & Answers

April 12, 2021

1. Are the documents listed in the "Required Documentation" section to be provided by your chosen partner, or is the expectation that all participants in the RFP include them with their proposals?

Response: These documents must be provided by the chosen partner. We are operating with under a good faith understanding that all agencies submitting RFP will be able to supply all required documentation if selected.

2. Can you provide more detail about the scope of crisis management work? Is the need for a comprehensive crisis plan for the organization, or for on-call support to handle issues that arise? What percent of the work will be dedicated to crisis communications? Can you give an example of the type of crisis work the agency will work on?

Response: On-call support to handle issues as they arise.

Crisis communications would most likely be a very small percentage of the agencies time and work.

The types of could vary and due to privacy concerns no specific examples can be shared.

3. Will you be contacting references as part of your initial review? If possible, we ask that contacting references happen at a later stage, such as if we are a finalist, and that we be given the opportunity to give our references notice that you will be reaching out as a courtesy.

Response: Only the references of finalists will be contacted and agencies will be given notice to contact their references.

4. Can Pace Center for Girls provide any further guidance on a potential annual budget for this work?



Response: We are asking all agencies to put the true cost and value for the services they are proposing. We understand that you are looking for a reference point which is below. Keep in mind that level of performance from our current agency is not at the level we expect from a new agency partner.

Current monthly retainer PR services and annual report development – \$8,500, contract also included pricing structure for additional strategic services as needed.

Please keep in mind that level of performance from our current agency is not at the level we expect from a new agency partner.

5. Can you please confirm there is no page limit for responding to this ITN?

Response: No page limit.

6. Within Purpose: Can you please share some quantifiable measures of success in light of your strategic planning efforts?

Response: Increased national media attention, policy and systems influence, and new revenue opportunities.

7. Within **Section 2: Scope of Services/Submission Requirements – “Advocacy & Message”**; **“Strategic Planning”** & **“Media Relations”**:

Do you envision the responses to address our general approach and methodology to accomplish these requirements OR do you require the development and presentation of specific, substantive, and detailed responses? For example, should our response to “Outline crisis communications strategy and plan” include our firm’s typical approach to crisis communications OR a Pace-specific crisis communications strategy? We want to clarify if the actual strategies and/or plans are to be include WITH our response on the 26th OR if they will be the deliverables produced AFTER contract award.



Response: The expectation is that your responses will address your general approach to the work with examples that demonstrate a history of success. Specific strategies and deliverables will be developed in partnership with Pace after contract award.

8. Within **Section 2: Scope of Services/Submission Requirements – “Account Services”**:

Can you please clarify what you mean by “performance guarantees”? Are you able to provide some examples?

Response: We want to know that our agency partner has accountability measures in place to produce results around mutually agreed upon metrics and coverage. We want to ensure that the outcomes we are being pitched and agreeing to are realistic and achievable.

9. Within **Section 2: Scope of Services/Submission Requirements – “Budget and Pricing Structure”**:

a. What contract type do you envision awarding to the final vendor – e.g. a firm fixed price, a time and materials agreement (based on hours utilized), a monthly retainer, or another arrangement?

Response: Monthly retainer with pricing structure for additional services as needed.

b. Please confirm if there are specific deliverables requested from this ITN (so vendors can scope the services and budget appropriately) OR are you simply looking for a vendor rate sheet and will issue separate task orders upon contract award?

Response: We are asking all agencies to put the true cost and value for the services they are proposing. We understand that you are looking for a reference point which is below. Keep in mind that current performance level we expect from a new agency partner.



10. Within **Section 2: Scope of Services/Submission Requirements – “References”**:

Please clarify what you mean by “How many clients of similar size to Pace have you lost...”. Are you referring to organizational size or the size of the contract value?

Response: Organizational size and budget.

11. Within **Section 2: Scope of Services/Submission Requirements – “Required Documentation”**:

We are asked to provide a completed Conflict of Interest Disclosure Form (Attachment A), but this is not included as part of the ITN. Can you please provide Attachment A and/or direct us where to find it?

Response: Conflict of Interest Form has been added here,
<https://www.pacecenter.org/rfps-itns>

12. How many spokespeople can speak on the record?

- a. Are they media trained?
- b. Do available spokespeople include Pace Center graduates and/or community members who can speak to their experience with Pace?

Response: The majority of Pace spokespeople are not media trained. Available spokespeople include Executive Leadership, Board members, other senior leaders and subject matter experts,

13. Should we be selected as the agency, will we have access to Pace’s research and analyses on existing Center locations as well as potential growth areas?

Response: Yes

14. Is Pace interested in incorporating market research into the agency’s work?

Response: Not at this time but please include this in the pricing structure for additional services as needed.



15. What are your legislative goals (both federal and state) for 2021?

Response: At its core Pace is a social and racial justice and equity organization. We are committed to supporting and pushing a legislative agenda that will provide equitable access and opportunity for all girls and young women. Pace Center for Girls advocates for legislation that develops comprehensive systems of care for girls at risk of delinquency and sexual exploitation; provides access to comprehensive wrap-around services, including well-being and mental health; and removes barriers to education and employment for girls.

16. Who are your competitors or comparable organizations?

Response: There are no similar national or regional models that provide comparable services and outcomes to Pace. Competitors could include youth development organizations such as Boys & Girls Clubs, Big Brothers Big Sisters, Girls, Inc. or Girl Scouts.

17. Is it a goal to have a greater share of voice in the media?

Response: Yes. This is a major goal for the organization.

18. While you are in several locations, do you have a priority market or a market where you'd like to focus your media relation efforts?

Response: Priority markets will be driven by locations where we have opportunities for growth as well Washington, DC. The overarching goal is to amplify the voice of Pace and the issues nationally.

Key Florida markets: 1. Miami 2. Orlando 3. Tampa.

19. What are the biggest wins for you? National attention? Key market attention?

Response: National attention as thought leader with government and national foundations.

20. The ITN focuses on strategic planning and media relations. Would you like to see our digital engagement recommendations for both owned and paid, including graphic design capabilities?

Response: Yes, definitely an area we would like to explore.



21. Does Pace have someone who is responsible for content creation or are you looking for that from an agency?

Response: This would be a shared responsibility and strategy with our agency partner.

22. Do you need support for your blog?

Response: This would be a shared responsibility and content strategy with our agency partner.

23. Can you confirm you'd like the written proposal in a Word Doc/PDF or is another format acceptable, like a PowerPoint deck for example?

Response: The agencies preferred format is acceptable

24. What are the major upcoming projects or developments in 2021 that you would like the agency to consider in the proposal?

Response: Pace has opportunities for expansion in Boston and South Carolina as well as opportunity for system, policy and budget influence at the federal level. Please also give serious consideration to how you can help increase Pace's revenue opportunities with funders especially Foundations and major philanthropists.

25. Are there any upcoming major events?

Response: Pace will be hosting, virtually, its 6th All About Girls Summit on September 30 and October 1 featuring Gloria Steinem as the keynote speaker.

26. Are there any annual or major PR/ad campaigns we should be aware of?

Response: Not at this time.

27. Are you open to the agency establishing new annual campaigns and events?



Response: Yes.

28. Do you have any long-standing partnerships with other organizations?

Response: There will be several at the local level. Organization wide we have been a long-time partner with the Florida Department of Juvenile Justice.

29. Would you be interested in partnership ideas?

Response: Yes, most especially with potential funding partners.

30. We understand Dalton is the incumbent agency. Will they be invited to participate in this RFP?

Response: Yes.

31. How is your current communications team structured and how many people are in this department?

Response: Fully-staffed the team consists of 4 and a half team members including the Chief Advancement Officer, Director of Public Relations and Marketing, Sr. Brand Manager, Digital Marketing Coordinator, and an External Affairs Specialist who splits time with our Government Affairs team.

32. Can you provide us with your current mix of activities? How much effort is put in earned media versus paid, social or digital?

Response: Majority of focus is on earned especially in the social and digital space with some traditional media. There is opportunity for paid that could be connected to a specific campaign.

33. Do you handle social media internally or would you expect your agency to handle this for you, including distribution and posting?



Response: Pace handles social media internally but would expect agency to be a thought and strategy partner for content development. Including digital content calendar and themes as well as increase in overall social reach.

34. What types of activities have been most successful in the past?

Response: Earned media through Op-eds, paid digital campaign pilot in the Tampa DMA.

35. What are you not doing that you would like your new PR agency to do or do more of?

Response: Be a strategic thought partner that understands the issues Pace cares about. A content strategy that positions position Pace as a thought leader and proven impact model for girls, young women, and communities at the national level.

36. What is your biggest challenge currently?

Response: A strategic thought partner that understands the issues Pace cares about. A content strategy that positions position Pace as a thought leader and proven impact model for girls, young women, and communities at the national level.

37. What are your top two priorities in 2021?

Response: National awareness and new revenue opportunities.

38. Do you have a communications plan that you can share?

Response: Not at this time.

39. How will you define success?

Response: Increases in earned and owned media in additional to new revenue opportunities.