



Request for Qualifications

Home Instruction for Parents of Preschool Youngsters (HIPPY) is an evidenced-based home visiting program that empowers parents to become their children's first and most influential teachers. Dedicated to the principle of equal educational opportunity, HIPPY works with families who face socio-economic and educational challenges, helping them prepare their preschool age children for success in school and beyond. Currently, the HIPPY USA network has 128 sites serving more than 16,000 children and their families each year.

Position: Public Relations Consultant

HIPPY USA is seeking a public relations consultant to elevate our organization's position in the early childhood education, home visiting and nonprofit arena through:

- 1. Strategic Content Planning/Messaging Mapping**
- 2. Print, Digital and Social Media Strategy**
- 3. Creation of Alumni Network**
- 4. Marketing Assessment/Strategy**

These four broad areas will be used to develop a road map in reaching the following goals:

- To be seen as a crucial resource in preparing children for success in school through parent engagement
- For all target audiences to support and advocate for HIPPY in communities across the United States
- Create a friend base of people who understand HIPPY's multi-faceted impact on kids and families, helping to create a true brand ambassador program
- Create a network of alumni who support HIPPY USA with their time, money and loyalty
- To be seen as a viable employer that provides the workforce development needed to allow community members to give back to the community through the program

Additionally, the public relations consultant will work with HIPPY USA staff to:

- Establish an engaged network of alumni leading up to the organization's 30th anniversary
- Create, monitor and maintain an organizational communications calendar
- Prepare HIPPY leaders and staff in advance of media interviews to ensure they clearly understand the message to convey and the goals of the interview
- Work with HIPPY to develop messaging around its activities and maintain consistency with the overall branding
- Support HIPPY USA in conducting a brand audit of print and digital materials
- Monitor news coverage, messaging and marketing from organizations pursuing similar audiences

Deliverables (in order of priority) and Timeline (tentative – based on signed agreement date)

October 15: Prioritize action steps, create a road map to implement plan and finalize scope of work

October 30: Develop and implement social media strategy
Develop alumni network launch plan

November 15: Create public relations plan in support of the 2018 National Leadership Conference and 30th Anniversary event

Deadline for responding to RFQ: September 30, 2017

Submission Information:

Please submit the following to Teri Todd at ttodd@hippyusa.org:

1. Cover letter listing qualifications for the position and fee structure.
2. Link to a website with samples of your work
3. List of at least three references from clients

Questions may be directed to Teri Todd by email or phone (501) 537-7728.