

REQUEST FOR PROPOSAL

COMMUNICATIONS STRATEGY AND SUPPORT

**Civic Federation
10 N Dearborn St
Suite 800
Chicago, IL 60602**

January 30, 2025

CIVIC FEDERATION OVERVIEW

The Civic Federation is an independent, non-partisan government research organization that provides robust and objective fiscal analysis, recommendations, and oversight for the benefit of civic and business leaders, the media, and the general public in Chicago and the State of Illinois. Founded in 1894 to address deep concerns about the city's economic and political climate at the turn of the century, the Federation has been a civic leader in Chicago and Illinois for over 130 years. In the past ten years alone, the Federation's track record includes publishing over 600 long and short-form reports and budget analyses of 11 state and local government entities and fiscal-adjacent policy issues.

Please visit civicfed.org for more information.

PURPOSE OF RFP

The Civic Federation is inviting proposals to provide media and public relations support, as well as assistance in developing an organization-wide communications strategy in alignment with the Federation's [Strategic Plan](#). Our objective is to select a company or individual who most fully meets the requirements identified in this Request for Proposal and can partner with the Civic Federation in the development and execution of a communications strategy and, over time, internal capacity-building in a time of rapid change and growth.

SCOPE OF WORK

The Civic Federation is seeking a company or individual who will lead and execute all media and public relations strategy. They will lead the development of the organization's external communications strategy and help staff implement and operationalize new initiatives, procedures, and standards. The company or individual will work directly with senior leadership and the Communications Specialist.

A company or individual looking to collaborate with the Civic Federation should have a working knowledge of Chicago, Cook County, and Illinois policy and politics. They should also have an intimate knowledge of the Chicago and Illinois media ecosystem, ideally with existing relationships and active channels of outreach. The company or individual should be able to quickly learn about Civic Federation research and assess the best ways to gain impact and engagement with key audiences.

This will include the following:

- Manage the release and strategic promotion of Civic Federation reports, blog posts, and position statements, including:
 - Draft supportive press releases
 - Work with the President, Research Director, and Program Strategist to assist in the development and stewardship of key stakeholder and media relationships, and public officials

- Ensure the Federation’s research products reach key stakeholders via print, broadcast, digital, and social media
- Manage the President’s media schedule in line with the organization’s engagement parameters
- In partnership with Civic Federation staff, provide overall communications and messaging strategies to achieve the organization’s mission, including, but not limited to:
 - Identify, define, and segment audience(s)
 - Social Media Strategy
 - Audience diversification efforts
 - Opportunities for new and/or refined research products as well as new, complementary, stakeholder-targeted products leveraging our research reports
 - Additional opportunities for expansion and increased engagement
 - Working with the Research, Program, and Development teams, providing strategic input and assistance on programming and other events

Finally, the Civic Federation is looking for an engaged and proactive partner in our work that can help the organization through a period of strategic change. Through the RFP process, we hope to find a company or individual who cares deeply about our city, county, and state, and is excited to support the Civic Federation’s vision to empower all residents and leaders in Illinois and the Chicago region with the education, insights, and fact-based research to effectively advocate for and promote sound government practices and policies.

REQUIREMENTS AND TIMELINE

If you are interested in working with us, please indicate your interest no later than **February 14, 2025** by emailing communications@civicrofed.org. Your submission should include the following information:

- Pricing structure details (cost per hour, project-based rates, duration of contracts etc.)
- Available start date
- Examples of, or links to past clients and work
- Communication and working style with clients
- Approach or examples of tracking progress and impact based on the Scope of Work
- References (up to 3)

We will work collaboratively with prospective partners to finalize the scope of work and come to a mutually beneficial agreement. If you have any questions, please do not hesitate to contact us at communications@civicrofed.org.