



February 21, 2010

The Junior League of Birmingham invites you to participate in a request for proposal for public relations/marketing consulting services for our upcoming fiscal year, beginning June 1, 2010 and ending May 31, 2011. Please note that as a result of time constraints and planning deadlines, we must conclude our selection process by **April 30, 2010** to adequately prepare for 2010 Fall events.

The enclosed document provides an overview of The Junior League of Birmingham, Project Description and Scope, and Proposal Submission Guidelines.

Please advise us of your intent to participate by **March 12, 2010**, via email at communicationsvp@jlbonline.com or phone at 205/960.3524. Complete proposal submissions are due on or before **March 19, 2010**.

We look forward to your participation. If you need additional information, please refer to the Proposal Submission Guidelines for helpful contact information.

Sincerely,

Elizabeth Skinner
2009-2010 Communications Vice President
Junior League of Birmingham

Request for Proposal

Public Relations/Marketing Consulting Services

Who We Are

Our Mission

The Junior League of Birmingham is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Our Vision

Through the power of our association, Junior Leagues strengthen communities by embracing diverse perspectives, building partnerships and inspiring shared solutions.

Reaching Out

The Junior League of Birmingham reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

Community Impact Areas & Position Statements

The Junior League of Birmingham believes that the following four areas are fundamental to the overall well-being of a community and its individuals:

Education

The Junior League of Birmingham believes that all individuals deserve a quality education and the opportunity to acquire the knowledge and skills needed to achieve their potential and be fully developed, productive individuals. We believe success in school depends upon emotional, physical, social and intellectual readiness to learn. The Junior League of Birmingham, therefore, is committed to developing, implementing and supporting initiatives that address and accomplish the following:

- School Readiness – Improve the educational readiness and the first learning experiences of young children (ages 0-5 yrs).
- Women and Children’s Literacy – Promote and improve literacy among women and children.
- Success in School – Prepare elementary students to succeed in later grades and subsequently, graduate from high school.

Financial Stability

The Junior League of Birmingham recognizes the importance of each individual's economic security to the well-being of the community as a whole. We believe it is essential that each individual have the education, training, support services and employment opportunities necessary to achieve financial stability and independence. The Junior League of Birmingham, therefore, is committed to developing, implementing and supporting initiatives that address and accomplish the following:

- Women & Children's Homelessness – Provide emergency transitional support and/or improve the quality, availability and affordability of basic necessities and support services needed to maintain economic stability.
- Personal Finance Skills Training for Women – Enhance women's financial literacy, ability to build savings and gain assets.
- Job Readiness for Women – Prepare women for gainful employment and increase their opportunities to obtain financial stability.

Health

The Junior League of Birmingham recognizes that mental and physical health care education, access and delivery are fundamental to the community's well-being. Healthy children and adults are better able to learn and work productively. We believe preventive health care and healthy lifestyle choices are critical components of individuals overall health. The Junior League of Birmingham, therefore, is committed to developing, implementing and supporting initiatives that and accomplish the following:

- Maternal Health & Infant Well-Being – Improve the quality, availability and affordability of maternal and infant health educational materials, programs and services.
- Living Healthy for Women and Children – Promote healthy lifestyles through fitness, proper nutrition and avoiding unhealthy choices and behavior.
- Access to Health, Care, & Support for Women and Children – Increase access to affordable, quality health screenings, preventive health care resources and/or support services for individuals and their families who have suffered a health crisis.

Safety & Crisis Intervention

The Junior League of Birmingham recognizes safety and crisis intervention as an integral factor of the well-being of our community. We believe prevention, preparedness and readiness are critical to ensuring successful response and intervention regardless of the situation. The Junior League of Birmingham, therefore, is committed to developing, implementing and supporting initiatives that address and accomplish the following:

- Domestic Violence - improve the quality, availability and affordability of educational materials, resources and services that foster environments free from negligence, violence and safety hazards.
- Juvenile Crime – Promote risk-avoiding behavior among youths and/or intervention strategies that reduce the occurrence of juvenile crime.
- Emergency and Disaster Relief - Provide emergency transitional support to women and children suffering from a disaster or safety crisis, and/or promote intervention strategies, emergency plans and other efforts that mitigate the damages of women and children.

Volunteer Training

JLB is a training organization offering a challenging spectrum of opportunities for personal growth. In addition to providing training for volunteer service and leadership, membership in the Junior League of Birmingham gives members the opportunity to make new friends, learn new skills and develop a sense of personal satisfaction.

JLB “By the Numbers”

The Junior League of Birmingham is a volunteer organization for women interested in making a positive impact in their communities. We are part of the Association of Junior Leagues International, which is made up of 292 Junior Leagues in four countries. The Junior League of Birmingham is the fifth largest League in the world.

The JLB is 2,683 members strong with active members contributing 40,000+ hours to the community each year. Applying the IRS hourly rate of \$20.25 for volunteer service, the JLB contributes \$810,000 in volunteer service alone. In addition, the JLB maximizes its fundraising outcomes by working efficiently and effectively to raise over half a million dollars. These combined components allow the League to give \$1.5 million to the community for 2009-2010.

Membership Data (as of August 2009)

Active Membership.....	970
Provisional Membership.....	112
Sustaining Membership.....	1492
Emeritus Membership.....	109
Total Membership.....	2683

JLB Publications

Newsheet: The magazine of the Junior League of Birmingham, Newsheet, is an external public relations tool for providing in-depth information related to our current projects, activities, and events. Newsheet is published two times a year. While the publication of the Newsheet coincides with either the Fall or Spring signature fundraiser the focus of the publication is not the fundraiser, but rather an opportunity to showcase the JLB’s work in each of its 4 impact areas.

Between the Lines: The newsletter of the JLB, *Between the Lines* is an internal member communication tool used to provide timely updates and, information and member opportunities. Historically published 10 times a year, in 2009-2010 we altered the publication to have no more than 6 issues.

bLines: The email supplement to *Between the Lines*, bLines is an internal member communication tool used to provide timely updates, information, member events and

opportunities. bLines is published the Friday before the GMM and the Friday after the GMM. (Typically the first and 3rd Friday of each month).

JLB website: www.jlbonline.com The JLB website is designed to promote the JLB to the community and to provide the JLB membership current information regarding JLB activity. The JLB website was revamped in February 2007.

JLB Fundraisers and Events

Shop, Save & Share: (Fall) The Shop, Save and Share Card is our youngest fundraiser. Also known as SSS, it is a shopping discount card. The shopping card can be purchased for \$40 to receive a 20% discount at participating businesses for a specific date range, typically for a 10-day date range in October.

The Market: (Fall) The Market is a three-day shopping extravaganza featuring vendors from across the nation. The Market just completed its fifth (5th) year, and in 2009 successfully moved locations from the BJCC to the Cahaba Grand. Historically, this event evolved from the highly successful Antiques, Gardens and Gift Show.

Bargain Carousel: (Spring) A 1000 family garage sale labeled the “largest garage sale in Birmingham.” Bargain Carousel provides shoppers with quality items at affordable prices.

President’s Society: (Year-long, with dinner honoring donors in Spring) President’s Society is the JLB annual giving campaign that exists to cultivate, advance and acknowledge the significant value of promoting voluntarism, community service and personal giving at a leadership level.

Community Dish: (Year-long) Community Dish offers tasty entrees made from JLB award-winning cookbook recipes. Entrees are made by a local caterer and provided to the consumer frozen. Entrees can be preordered & paid for online or they can be purchased directly from the JLB giftshop. Quantities of dishes are limited and do run out. Each season, a new group of entrees is offered.

Cookbooks: (Year-long) Two cookbooks are available for sale: The recently-published *Tables of Content*, and our older publication *Magic*. The 3rd cookbook, *Food for Thought* was allowed to go out of print in 2009.

Corporate Donors: (Year-long) This JLB program is focused on the development of corporate financial support.

Generations Fund: (Year-long) This is an endowment fund which provides funds for emergencies, limited special projects and future needs of the JLB, with an emphasis on planned giving.

Project Description and Scope

The Junior League of Birmingham's Communications Council is responsible for coordinating all internal and external communications, marketing and public relations of the League, with specific focus on the JLB mission, community projects and all JLB events.

The JLB seeks a public relations/marketing partner to develop ongoing PR and marketing-related content, collateral, campaigns and media buys, as well as to collaborate in performing a complete analysis of the JLB's current Public Relations/Marketing activities and provide recommendations for maximizing processes, resource allocations and overall results.

Areas of Focus:

- Media relations, market positioning and measurable milestones
- Twelve month public relations/media plan development focused on JLB projects, fundraisers, voluntarism, social impact, and community education/awareness
- Utilizing Social Media applications & identifying creative opportunities
- Corporate and donor marketing, benefits, communication and procedures
- Creative services and design work

Focus & Direction

We are always ***Mission Focused***:

We want to re-energize the image and raise the visibility of the Junior League of Birmingham. Specifically, we want to focus on our project-centered work with agency partnerships, our economic impact and our ability to affect change and lobby for social justice in the Birmingham metropolitan area. The objective is to accomplish this in the most cost-effective way possible, by conducting a broad public relations campaign focused on the Junior League as a whole supported by mention of individual fundraising activities or donor partnerships.

Even when promoting our events:

Again, with the same purpose of re-energizing the image and raising the visibility of the JLB, we want to promote our fundraisers to the Birmingham Metro area. We want to encourage attendance and promote the events as "good times" and "great values" while weaving our mission of improving the community through the trained volunteer into every conversation.

The ***Trained Volunteer*** and our impact to the Birmingham community should be the underpinning of all communication and JLB projects, volunteers, agency partners or events should be the connecting theme in each touch point.

Proposal Content Requirements

Proposals should include the following information [in the order provided]:

- Cover Letter and Contact Information
- Company Overview and Statement of Qualifications
- Non-Profit Experience/Client List and Services Provided
- Proposed Scope of Services and Management Approach
 - Please include a sample plan for communicating the mission, community projects and good works of the JLB.
 - Budget (12-month)
 - High - \$30,000 /Mid - \$18,000 / Low - \$7,500
 - Please include a sample plan for marketing to one of the following events:
 - Shop, Save and Share - \$15,000 budget
 - The Market - \$30,000 budget
 - Bargain Carousel - \$30,000 budget
- Service and Consulting Fees
- References

Proposals may include attachments or exhibits that further illustrate relevant project experience, company marketing collateral or proposed services.

Proposal Submission Guidelines

Proposal Submissions are due on or before **3pm CST on March 19, 2010**. Mail or Deliver two hard copy versions to:

The Junior League of Birmingham

Attn: Elizabeth Skinner, Communications Vice President
2212 Twentieth Avenue South
Birmingham, AL 35223

You may also submit an electronic version to communicationsvp@jlbonline.com

We will contact you if we have questions or require additional information. Follow up meetings will be scheduled as needed.

For Additional Information or clarification:

Elizabeth Skinner

Communications Vice President

205.960.3524 or 205.982.5836

communicationsvp@jlbonline.com