

REQUEST FOR PROPOSALS (RFP)

PR Services: Strategic Communications, Media and Public Relations

PURPOSE

The purpose of this Request for Proposal (RFP) is to identify an appropriate agency to support HelpAge India's strategic communications, media relations, and public relations priorities.

ABOUT HELPAGE INDIA (HI)

HelpAge India is a secular, not-for-profit organisation in India, registered under the Societies' Registration Act of 1860. It is spread across 26 states and 245 project locations, pan India, from Leh in the North to Villathi in the South, and Mandvi in the West to Guwahati in the East. Set up in 1978, the organisation works for 'the cause and care of disadvantaged older persons to improve their quality of life'. The organisation's programmes are focused on direct interventions in the areas of Healthcare (mobile healthcare units, cataract surgeries), Agecare (helplines, senior citizen care homes and day care centres, physiotherapy), Livelihoods (Elder-Self-Help-Groups; linkages with government schemes), Disaster Response (e.g. Covid-19 relief response), as well as being a strong voice on Advocacy and Awareness issues on rights and policies relating to elders. It also conducts research on elder related issues, which gives a strong base to the work done on-ground.

Agency to have the capacity to provide:

- Strategic counsel and direction
- Actively share and promote HI message
- Amplify the elder cause and the HelpAge India brand
- Showcase the organization's achievements and successes
- Strategic Positioning of the cause of older persons in India
- Maximise visibility, reach and impact of the organization.
- Provide strong strategic insights vis a vis media & PR and Messaging
- Proactively assist HelpAge India with campaigns and connect to key stakeholders to amplify the same
- Identify reactive approaches to the elder cause
- Monitor & resolve any reputation risks
- Align with a national, regional as well as global perspective

OBJECTIVES & RESPONSIBILITIES

- Enhance HelpAge India's reputation as an ambassador for older persons in India.
- Tell the story of HelpAge India's programmes & partnerships, successes and opportunities through multimedia channels.
- Ensure awareness, understanding and positive perception of HI & its work.
- Build engagement, trust, and advocacy through strategic communications.
- Position HelpAge India's leadership team as thought leaders on elder rights and issues.
- Identify industry trends to help shape our messaging.
- Develop varied communications strategies for its diverse programmes and projects.
- Be adept at CSR communications and engagement.

QUALIFICATIONS

- Proven experience in the non-profit sector.
- National media experience demonstrated by the planning and execution of media strategies.
- Ability to drive brand consistency with appropriate localised nuances across the country.
- A national and local perspective, as well as language and translations, best practices.
- Has extensive experience in all mediums of communications covering both offline, online (digital).
- Can ideate strategic campaigns and has a hands-on approach in campaign execution and in making campaign connects with key stakeholders such as influencers, celebrities, government representatives and other popular icons and decision makers.

SCOPE OF WORK

1. Media & Public Relations Services

- Create and implement a comprehensive media & public relations plan, that adheres to HelpAge India's communications strategies and standard operating processes.
- CAT A media coverage (both in English & vernacular) both online & offline
- Develop Partnerships and Media Collaborations (preferably at no or minimal cost to the organization, it being a charity)
- Relationship building and in-person meetings with media, executive speaking opportunities and thought-leadership positioning.
- Develop and maintain a targeted media list.
- Cultivate and maintain relationships with reporters, editors and key media publications, outlets, events, etc.
- Proactively pursue positive stories and respond to inquiries - targeting all forms of media: broadcast, digital, podcasts, print, radio, TV etc.
- Coordinate approved communications flow with HelpAge India's partners and state offices
- Draft good media content such as thought leadership articles, media releases, blogs, messaging documents, talking points, FAQs, help address media Q&As, etc.
- Develop media kits, as required.
- Monitor reputation, develop and implement a crisis management plan.
- Provide media training for executives and senior staff, as required
- Store and maintain an adequate inventory of HelpAge India's collateral such as media coverage, promotional items etc.
- Audience mapping and targeting, as well as, sentiment analysis.
- Increase in engagement of relevant stakeholders using both digital and non-digital aspects
- Bring on board Brand ambassadors, celebrity endorsements and influencers etc.

2. METRICS, REPORTING & EVALUATION

- Provide written weekly, monthly, quarterly, annual and campaign-specific reports to show status and/or impact as compared to goals.
- Develop a Strengths, Weaknesses, Opportunities & Threats (SWOT) analysis for key initiatives and campaigns.
- Quarterly reports should also include a competitive analysis of key competitors in the social sector, also HelpAge India's positioning in the global space.

SUBMISSION DELIVERABLES & DEADLINE

All proposals should include a clear, concise narrative. Proposal format is open to presentation style, but must include the following information:

1. **About the Agency**
2. **Executive Summary**
3. **Existing evaluation of the HelpAge India brand** *vis a vis in media/ social media & amongst general public.*
4. **Comprehensive Media and Public Relations plan:** Describe in detail how your agency would launch a HelpAge India programme or initiative.
 - a. Strategy, objective, and goals (with examples)
 - b. Identify spokespersons
 - c. Targeted media list(s)
 - d. Proposed media pitch(es)
 - e. Messages and talking points
 - f. Targeted Communication for various stakeholders (eg. General public, donors, youth etc.) using both offline and digital/social media communication
 - g. Draft Media release (with sample)
5. **Share success stories** of your Agency's work with 2-3 non-profit sector clients.

IMPORTANT:

- **Please submit your responses in hard copy or electronic format.**
- **Kindly send in your RFP by Mar.25, 2024.**
- **Kindly submit your Proposal in two parts:** Technical & Financial.

For any query and clarifications please reach out to Neerja.Dasani@helppageindia.org, and for submission of RFP please email to procurement@helppageindia.org.

CONTACT INFORMATION:

Address: HelpAge India, C-14, Qutab Institutional Area, New Delhi – 110016.
Ph: 011-42030400.

Corrigendum: Further to the RFP related to PR services dated 8th March, 2024, the last date for submission for technical and financial quotations has been extended to April 1st, 2024 till 2.30 pm.
