

# KIPP® Foundation

## Media Relations & Crisis Communications – Request for Proposals

### SUMMARY OF THIS PROPOSAL

We're looking for a partner to help us secure KIPP's position with media and community audiences as the leading national network of high-performing K-12 public schools that prepare students to create the future they want for themselves and others through external media placements and issues management support.

### KIPP BACKGROUND

**KIPP Public Schools** is a national network of public charter schools that prepares students with the skills and confidence to create the future they want for themselves, their communities, and us all. We are a network of 120,000 students across 21 states and Washington, D.C.

**Our mission:** Together with families and communities, we create joyful, academically excellent schools that prepare students with the skills and confidence to pursue the paths they choose—college, career, and beyond—so they can lead fulfilling lives and build a more just world.

**Our vision:** Every child grows up free to create the future they want for themselves and their communities.

The **KIPP Foundation** is a nonprofit organization that supports KIPP schools across the country implement a shared approach to K-8 Literacy, K-8 Math, High School Design, Leadership Development, and Post-Secondary Match Counseling.

To learn more about KIPP, please visit our website: [www.kipp.org](http://www.kipp.org).

### PROJECT CONTEXT:

We're looking for a partner who can:

- Earn media placements that are nationally significant, including media placements, conferences, and podcasts, among other high-value placements that contribute significantly to KIPP's brand as a national leader in education.
- Support schools and regions in earning local media placements on an as needed basis.
- Defend KIPP's reputation in the media and provide guidance, counsel on an as needed basis to regions on crisis communication to yield majority positive or neutral KIPP Schools mentions on earned media.
- Provide regular media training, coaching and talking points to KIPP Foundation leadership, KIPP network leadership, and regional communications leads as needed.

### PROPOSAL SUBMISSION GUIDELINES

The KIPP Foundation invites responses to this proposal by 9/26/2023. Please send the proposal by email to Susan Ciccone at [siccone@kipp.org](mailto:siccone@kipp.org) and CC [procurement@kipp.org](mailto:procurement@kipp.org).

Responses should include:

- Cover Page: include contact information for the primary contact person
- Organizational Description: briefly describe the organization's history, mission, and key program areas.
- Proposed Scope of Work
  - Describe the vision for the work and your intended approach.
  - Include your method for tracking progress and measuring impact and effectiveness

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- Staffing and Management Plan
  - Please include brief bios of each core member of the project team
  - Briefly describe relevant experience and expertise of team members, as well as current capacity
- Sample Deliverables
  - Please include a 2-3 case studies that speaks to the type of work you would do for this engagement, and specifically to our commitment to equitable design.
- Budget and Pricing Narrative
  - Provide a detailed budget for the proposed work, including any justification of proposed line items.
- References: please include email address and telephone number

Please contact Susan Ciccone at [sciccone@kipp.org](mailto:sciccone@kipp.org) with any questions about this proposal.