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# REQUEST FOR PROPOSAL

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CRISIS COMMUNICATIONS AND MEDIA TRAINING



CENTER FOR COMMUNITY SELF-HELP  
301 W. Main Street, Durham, NC 27701

## General Information:

**Issue Date:** August 21, 2019

### **Brief Description:**

The Center for Community Self-Help (Self-Help) has issued a Request for Proposals for **Crisis Communications and Media Training** to improve the abilities of Self-Help senior staff to communicate more effectively with external audiences through a variety of mediums – radio, TV, cable, social media and print – across a wide range of scenarios and situations, including press conferences, and live and recorded interviews.

### **Background:**

The Center for Community Self-Help (Self-Help) is a family of member-owned, mission-driven credit unions, a nonprofit loan fund, and a policy advocacy organization. We work every day to expand ownership and economic opportunities for all. Together with more than 150,000 members around the country, we are increasing ownership, creating jobs, revitalizing neighborhoods and building stronger communities.

Self-Help believes ownership is the best way for families to build wealth and financial security and for our society to create strong, vibrant communities. Our experience over the past 39 years only reinforces that belief.

### **Scope of Services:**

Self-Help is seeking a qualified communications consultant to provide high quality crisis, media and interview training and strategies for creating and delivering accurate, clear and timely messages for different communication mediums. Training would be offered via full-day or two half-day training sessions for approximately 60 individuals from locations on both the east and west coast in late 2019 or early 2020.

The successful candidate will be able to simulate realistic interviews, provide interview tips and crisis reputation management techniques with services to include but not limited to the following:

- Develop and teach skills on how to create and project key messages with clarity, confidence and enthusiasm.
- Develop and teach skills designed to help increase comfort levels when talking with the media.

- Develop and teach skills on how to handle different communication media (print, TV, radio, social media).
- Develop and teach skills on how to handle media interviews.
- Develop and teach skills on media do's and don'ts.
- Develop and teach skills on how to handle challenging and unanticipated questions, including how best to “bridge” messaging and avoid traps.
- Develop interview simulations.
- Identify best practices and techniques for difficult situations and interviews.
- Provide individual assessment and expert feedback and learning points on strengths and weaknesses of participants after the training.
- Provide other media related services on an “as needed” basis.

At the end of the training, participants should be able to:

- Understand media dos and don'ts – opportunities to grasp and mistakes to avoid;
- Direct the interview agenda proactively;
- Deal with confrontational journalists;
- Handle sensitive topics
- Prepare and articulate key messages on specific development work focus areas and reinforce them with credible and memorable examples tailored for different audiences;
- Be aware of one's voice, body language, clothing, and presentation style to suit the circumstances of the media/external encounter.

## Minority Participation:

At Self-Help, our mission is to create and protect ownership and economic opportunity for all. Consistent with our mission, our work is integrally linked to our concern for people who have been left out of the financial mainstream. We pursue our mission not only through providing financial services, but also by working with businesses that share our values.

Self-Help welcomes the opportunity and actively seeks to work with contractors, suppliers and service providers that help us fulfill our mission while providing excellence, efficiency and effectiveness. We are particularly interested in working with businesses who share our values of environmental sustainability and supplier diversity.

Additionally, Self-Help is committed to identifying and utilizing businesses owned by people of color and/or women who can participate as vendors and contractors in these opportunities.

## Basis of Selection:

Proposals will be evaluated based upon the overall merits/value of the proposal including, but not limited to, price. Self-Help will evaluate all proposals based on:

1. The vendor's plan to provide Self-Help with the services as described under Scope of Services;
2. The vendor's experience in providing services similar to those described in this RFP, to include the firm's references from clients;
3. The vendor's price proposal;
4. The vendor's Minority and Women Owned Business Enterprise (M/WBE) status; Any questions related to M/WBE business opportunities can be directed to Crystal German, Director of Supplier Diversity & Inclusion at (919) 313-8542 or [Crystal.German@self-help.org](mailto:Crystal.German@self-help.org)

## Contents of the proposal:

Vendors will provide the following information:

1. A detailed description and the full specifications of the services proposed. Vendor will indicate in its proposal the vendor's ability to achieve/comply with each specification. In the event that the vendor wishes to propose an alternate specification that, in any way, differs from the above specifications, the vendor will detail the proposed change(s) and how the proposed change would compare to the listed specification. Proposals will be formatted in such a way to address each of the above specifications in a line-by-line process.
2. A brief history of the vendor and its experience, qualifications and success in providing the type of services requested.
3. The proposed price/fee for providing the services.
4. At least three references where similar services have been provided. Include the name of the organization, the complete mailing address, and the name of the contact person and telephone number.
5. The vendor's Minority and Women Owned Business Enterprise (M/WBE) status and/or how the firm intends to utilize M/WBE firms as subcontractors or partners in regards to this particular procurement.

## Submission Guidelines:

**Preproposal Questions:** Any questions concerning this RFP must be sent to Jenny Shields, Self-Help Credit Union, [jenny.shields@self-help.org](mailto:jenny.shields@self-help.org), no later than 1:00 p.m., Friday, September 6, 2019 in order to guarantee a timely response prior to the proposal due date.

**Proposal Due Date:** Send all proposals to c/o Jenny Shields, Self-Help Credit Union, at [jenny.shields@self-help.org](mailto:jenny.shields@self-help.org) by 1:00 p.m., Friday, October 25, 2019. Vendor must submit an electronic original proposal that will be received by Self-Help by the proposal deadline.