



Michigan SavesSM

Request for Proposals for Public Relations Consultant/Agency

Purpose

The purpose of this request for proposals (RFP) is to identify the appropriate consultant/agency to support Michigan Saves' strategic communications, media relations, and public relations priorities. Michigan Saves continually works to build awareness and credibility to communicate our program offerings as the nation's first nonprofit green bank supporting energy efficiency, renewable energy and other clean energy improvements for residential, commercial, multifamily, and public sector investments.

Overview of Michigan Saves

Michigan Saves, the nation's first nonprofit 501(c)(3) green bank, makes energy improvements easier for Michigan energy consumers by stimulating and supporting investment in energy efficiency measures and renewable energy systems in Michigan homes, businesses, and public buildings. Established in 2009 through a grant from the Michigan Public Service Commission, Michigan Saves envisions a future in which consumer demand for efficient homes, businesses, and communities transforms the building and remodeling industries. Michigan Saves is part of this transformation by offering the financing solutions and contractor network that make energy efficiency and renewable energy improvements easy and affordable and by advancing a more energy-conscious culture in Michigan. While more than half of the residential lending has been in communities with low to moderate incomes, Michigan Saves expects to accelerate the development of financing solutions that resolve race- and income-related energy equity disparities.

Services Requested

The selected consultant's/agency's responsibilities will include the following objectives:

- Tell the story of Michigan Saves marketing and strategies, programs, successes, and opportunities to media statewide.
- Develop communication strategies to support Michigan Saves programs, including the Lead Poisoning Prevention Fund and Detroit Loan Fund.
- Establish working relationships with statewide media.
- Identify industry trends to help shape our messaging.

Selection Criteria

Michigan Saves expects to award a contract to a consultant/agency that proposes the best approach to the work. Selection will be based on the following criteria:

Scope of Work

Media and Public Relations Services

This will include, but not be limited to, the following responsibilities:

- Develop and maintain targeted local media lists for the Lead Poisoning Prevention Fund in the following cities:
 - Detroit
 - Grand Rapids
 - Flint
 - Benton Harbor
 - Kalamazoo
 - Battle Creek
- Develop and maintain targeted local media lists for the Detroit Loan Fund.
- Provide public relations support for the Lead Poisoning Prevention Fund and Detroit Loan Fund, including ongoing media outreach and education, developing pitches aligned with market trends.
- Develop and execute media targeting and outreach to promote six video case studies highlighting customer success stories (e.g., Donckers in Marquette and the Detroit Pizza Bar in Detroit).
- Vet Michigan Saves media calls, as needed.
- Develop media kits, as needed.
- Draft news releases, messaging documents, talking points, etc., as needed.
- Report results for pitching on a regular basis, as requested.
- Provide written monthly campaign-specific reports to show status and/or results as compared to goals.

Submission Requirements

To respond to this request for proposals, please submit a clear, concise narrative that includes the following:

Qualifications and Experience

- Specify the consultant's/company's area(s) of expertise and unique characteristics that sets it apart from the competition and how those strengths will benefit the Michigan Saves brand.
- Describe how you or your agency would launch a Michigan Saves public relations campaign to promote the following [video case study](#).
- Proven clean energy industry preferred.

Budget

Proposer must submit an appropriate and realistic budget based on a six-month contract.

Prospective firms may include any other information that Michigan Saves should consider. All responses will be treated as confidential. Michigan Saves is not liable for any costs incurred by applicants in responding to this RFP.

Evaluation and Selection

Michigan Saves will establish a committee to evaluate and rate all proposals based on the criteria prescribed in this RFP. Please submit responses via email to Lateshia Parker at lparker@michigansaves.org by 5 PM EST on September 23, 2022. After reviewing the responses, Michigan Saves may interview one or more respondents and engage in negotiations regarding the scope of work, roles, and other details to award a contract by September 30, 2022.

Basis for Contract Award

A contract will be awarded to the consultant/agency whose proposal is determined to be the most advantageous to Michigan Saves, taking into consideration the criteria set forth in this RFP.

Post Selection

Upon completing the selection process under this RFP, Michigan Saves will notify the winning proposer and all other proposers who were not selected.

Request for Vendor Information

Michigan Saves is committed to engaging with vendors that reflect the diversity of the many communities we serve. Our diverse vendor program is an intentional opportunity for Michigan Saves to support our mission and break down barriers to growth that exist for minority business owners and ensure that everyone—without exception—has access to the benefits of energy efficiency.

Vendor Name: _____

Date: _____

Signature: _____

Please check all that apply to your company:

- Disability-owned Business Enterprise
 - People with disabilities own and control at least 51 percent of the company.
- Lesbian, Gay, Bisexual, and Transgender Business Enterprise
 - LGBTQ+ individuals own and control at least 51 percent of the company.
- Minority-owned Business
 - Minority group members own and control at least 51 percent of the company.
- Service-disabled Veteran-owned Business
 - Service-disabled veterans own and control at least 51 percent of the company.
- Social Enterprise Business
 - A for-profit or nonprofit organization or venture that achieves its primary social or environmental mission using business methods.
 - Surplus is principally reinvested in social activities, not driven by need to maximize profit for shareholders and owners.
- Supported Business
 - Over 50 percent of the business's workforce are disabled individuals.
- Veteran-owned Business
 - Veterans own and control at least 51 percent of the company.

- Women’s Business Enterprise
 - Women own and control at least 51 percent of the company.
- Women-owned Small Business
 - The company must be a small business.
 - Women own and control 51 percent of the company.
- None of these

Michigan Saves understands that the complex—and sometimes costly—diverse business certification process can present inequitable barriers for small businesses and thus does not require diverse business certification from a national, state, or locally recognized third-party certification agency. Please self-certify if any of the above apply to your business.

While Michigan Saves does not guarantee business to any vendor, we are committed to providing diverse companies an opportunity to compete on a fair and equal basis for our business.