

**The Nonprofit Sector Workforce Coalition  
The National Campaign to Promote Nonprofit Sector Careers**

**National Advertising Agency Engagement**

The National Campaign to Promote Nonprofit Sector Careers, a committee of the Nonprofit Sector Workforce Coalition, is considering engaging an agency to serve as a partner (both pro-bono/in-kind and fee based) for our upcoming national advertising campaign. The purpose of this Request for Information (RFI) is to provide information about our mission and our requirements to determine if your company would be a good fit to provide the services. Please review the document and, if you are interested in being considered for the engagement, provide the information requested by close of business October 6, 2008. Specific instructions are provided in Section IV of this document.

If your company meets our preliminary criteria, you will be briefed under NDA (non disclosure agreement) the week of October 20, 2008 and invited to present a proposal.

We do not have a specified budget for this engagement. Part of this initial phase will be to refine our requirements and to identify scope of work, along with associated budget requirements, and the opportunity to have any necessary services provided entirely or in part pro bono. However, no speculative work will be expected as part of your proposal.

**1. About The Nonprofit Sector Workforce Coalition and The National Campaign to Promote Nonprofit Sector Careers**

**Mission**

The Nonprofit Sector Workforce Coalition is comprised of over 75 national nonprofit organizations, associations, foundations and academic centers focused on identifying and addressing issues facing the nonprofit sector workforce. More specifically, the Coalition exists to connect talented, skilled, and diverse young people to nonprofit sector careers, and to help nonprofit organizations recruit, retain, and cultivate the diverse leadership they will need in the decades ahead. The National Campaign to Promote Nonprofit Sector Careers, a committee of the Nonprofit Sector Workforce Coalition, was created in 2006 to plan and execute a campaign to promote the availability and diversity of nonprofit sector career opportunities at the national level.

**Current Situation**

There is a huge need for a national campaign to promote nonprofit sector career opportunities because nonprofit sector job growth continues to outpace that of the business and government sectors and the demand for a larger nonprofit sector workforce is expected to continue for many years to come. In a study published by Independent Sector in May 2004, it was reported that by 2010, the [nonprofit] sector will be comprised of some 15 million workers.<sup>1</sup> However, even with this growing workforce, a 2006 study by CompassPoint<sup>2</sup> found that 75 percent of nonprofit sector executives planned to leave their positions within five years.

Moreover, many young people – notably high school and college graduates – are either unaware of the many career options available within the nonprofit sector or have an inaccurate perception of nonprofit jobs. Those gainfully employed in and committed to the growth and development of the sector know that these perceptions are not accurate. More importantly, if these misperceptions are allowed to remain, they will undoubtedly have an adverse impact on our collective efforts to attract, recruit and retain a dynamic, diverse, and qualified workforce.

In conclusion, the increasing demand for a larger, more diverse nonprofit sector workforce, the pending exodus of experienced leaders from the nonprofit sector, and the sector's continued, long-term viability

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<sup>1</sup> "Employment in the Nonprofit Sector," Independent Sector, May 24, 2004.

<sup>2</sup> CompassPoint, *Daring to Lead 2006: A National Study of Nonprofit Executive Leadership*

all contribute to the need to for a national advertising campaign to promote the availability and diversity of nonprofit sector career opportunities.

### **Who We Serve**

A series of focus group interviews helped establish target audiences for the campaign. Based on feedback from experts in the field, our target audiences fall within two categories: first-time job seekers and sector switchers. Specifically, the primary and secondary audiences of the campaign are:

- First-time Job Seekers
  - College students in immediate pursuit of work (currently or within 1 year)
  - High school students
  - Year-of-service groups and alumni (including government and faith-based programs)
  - Youth-serving agencies
- Sector Switchers
  - Career switchers (baby boomers and mid-career professionals)
  - Volunteers
- Secondary Audiences
  - Influencers including career counselors, outplacement professionals, CEOs and HR professionals, faculty, and the professional associations which represent them
  - Foundations

### **Goals of the Campaign**

The main goals of this campaign will be to reshape the image of nonprofit careers and raise awareness of the diverse range of opportunities within the nonprofit sector. This advertising campaign will involve a variety of media and print ads to promote nonprofit sector careers, including, but not limited to:

- Campaign Graphics and Messaging
  - Workforce Coalition and Campaign Logo
  - Website development and content
  - E-mail blasts
- Media for Campaign
  - TV Commercials
  - Radio Spots
  - Internet Advertisements
- Distribution of one page nonprofit employment fact sheets

### **2. Preliminary Requirements**

We are seeking an ad agency that can support the execution of our national campaign through creative solutions and innovative ideas by increasing interest in nonprofit careers within our two target audiences, as well as raising awareness in the general public of the range of opportunities within the nonprofit sector.

We are open to new ideas and using traditional channels in new ways to meet those needs. We would like to assess your capabilities in the following areas, however, we are interested in ideas and approaches that stretch beyond this outline:

#### **Consultative Projects:**

- Campaign messaging, scope and development
- Media planning/buying and creative services and metrics for print, online, outdoor, television, radio and broadcast advertising
- New media options including social media, blogs, satellite radio

#### **Production Projects:**

- Writing, layout and production of collateral aimed at target market
- Writing and production of direct marketing materials such as e-mails, newsletters, and direct mail
- Advertising production for all forms of media
- Ad hoc projects

### **3. Information About Your Company**

Please provide relevant information to the following questions:

- A. Name, address, telephone number, e-mail, fax number, and principal contact
- B. Brief history of agency, including year founded
- C. Brief bios of Parent Company principals/Agency principles
- D. Office location(s); office out of which this account would be serviced
- E. Have you in the past or do you currently do work for any other nonprofit organizations or initiatives? If so, please specify the organization, nature of work/services performed, dates of engagement(s), and results
- F. Describe your agency's experience marketing products and services to Vertical Markets
- G. Outline different compensation model options including pro-bono/in-kind
- H. Is there anything else we need to know about your company that would serve to help us assess your compatibility with our needs?
- I. Provide a final clear statement as to why your agency would be an ideal match for our National Campaign

### **4. Format For Response**

Please submit your responses for questions A – I above as a MS Word document attached in an email. Please limit responses to these questions to 6 pages. However, you may also submit additional supporting materials.

Responses are due by 5:00 pm EST October 6, 2008.

You will be notified by October 20th if your company will advance to the next level of consideration. If you are chosen at that time we will send a NDA for signature and schedule dates for your conference call briefing.

Please submit responses to:

Heather Carpenter, Committee Member  
National Campaign to Promote Nonprofit Sector Careers  
[Hcarpenter-11@sandiego.edu](mailto:Hcarpenter-11@sandiego.edu)

Please direct all questions to Heather Carpenter. 925-984-7705

Thank you.

Lisa Morton  
Committee Co-Chair

Meg Busse  
Committee Co-Chair

# Nonprofit Workforce Coalition

A National Campaign to Recruit and Retain Skilled and Diverse  
Next-Generation Nonprofit Leaders

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Founded in 2006, the Nonprofit Workforce Coalition has quickly grown to nearly 70 organizations and become a national thought leader on Nonprofit Workforce issues. The nonprofits, academic centers, consultants and foundations that make up the Coalition are currently engaging the sector in three important areas:

## Workforce Diversity

Pursuing a set of strategies to stimulate better practices and results for the sector's recruitment, retention and advancement of diverse talent

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## Financial Barriers

Addressing the increasingly limited financial capacity of young people to enter and remain in the vital, but often lower paying, nonprofit sector

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## Promoting Careers

Addressing the increasing need for talent and the misperceptions of many people who are unaware of available nonprofit career opportunities

## Join the Nonprofit Workforce Coalition:

Nonprofits repeatedly say that they struggle to recruit and retain the talent and diversity they need, and few have the infrastructure to adequately support and develop their staff. At a time when nonprofits are being stretched to do more with less in an increasingly competitive environment, recruiting and developing the next generation of nonprofit leadership must be understood as a "collective goods" issue that concerns us all. The Nonprofit Workforce Coalition was established to address these and other workforce related issues. To ensure the Coalition's continued success your organization is invited to join the conversations and strategy development around our three current programmatic areas, featured to the left.

## Member Benefits:

- Influence the strategies and work of the Coalition
- Join a dynamic network of nearly 70 organizations working to address the challenges facing the nonprofit sector
- Access a growing body of research on the nonprofit sector workforce being collected, sponsored, or promoted by the Coalition
- Gain recognition on all Coalition marketing material
- Participate in the annual National Member Meeting
- Be a part of a nationally recognized leader in this work
- Participate in national presentations
- Connect with partner organizations working on similar issues

## Member Responsibilities:

- Contribute an annual membership fee of \$1500
- Designate an executive-level staff person to serve as the official liaison to the Coalition
- Participate in quarterly conference calls
- Promote the Coalition's efforts both internally and externally when appropriate

# Nonprofit Workforce Coalition

*A National Campaign to Recruit and Retain Skilled and Diverse Next-Generation Nonprofit Leaders*

## Coalition Membership

Action Without Borders/ Idealist.org*	Humane Society of the USA
African American Nonprofit Network	Independent Sector*
Alliance for Equity in Higher Education	Institute for Higher Education Policy
Alliance for Nonprofit Management*	Interaction Institute for Social Change
America's Second Harvest	Junior Achievement Worldwide
American Association of State Colleges and Universities	Kellogg Foundation
American Humanics*	Learning for Life
Annie E. Casey Foundation*	Louisiana State University, Shreveport, Institute for Human Services and Public Policy
AmeriCorps	March of Dimes
Arizona State University Center for Nonprofit Leadership & Management	Mary Reynolds Babcock Foundation
Association of Fundraising Professionals	MOSAICA
Association for Research on Nonprofit Organizations and Voluntary Action	National 4-H Council
Axelson Center for Nonprofit Management at North Park	National Council of Nonprofit Associations
Baruch College Center for University Nonprofit Strategy and Management	National Human Services Assembly*
Big Brothers Big Sisters of America	National Research Center for College and University Admissions
Boy Scouts of America	National Urban League
Boys and Girls Clubs of America	Neighbors for Better Neighborhoods
Bridgespan Group	New Sector Alliance
Building Movement Project	Nonprofit HR Solutions*
Camp Fire USA	Nonprofit Oyster
Campus Compact	OpportunityKnocks.org
Center for Community Change	Points of Light Institute
Center on Philanthropy at Indiana University*	Project on Student Debt
Child Welfare League of America	Public Allies*
CommonGood Careers*	Robert F. Kennedy Children's Action Corps, Inc.*
CompassPoint Nonprofit Services	Robert Morris University, Bayer Center for Nonprofit Management
Congressional Hispanic Caucus	South Carolina Fair Share
Coro Center for Civic Leadership Institute	Transition Guides
Craigslist Foundation	United Way of America
Echoing Green*	University of Connecticut, Program on Nonprofit Leadership and Strategic Networking
Emerging Practitioners in Philanthropy*	University of Missouri-Kansas City, Midwest Center for Nonprofit Leadership
Freeman Philanthropic Services	University of San Diego Caster Family Center for Nonprofit Research
Georgetown University Center for Public & Nonprofit Leadership	UPS Foundation
Girl Scouts of the USA*	Volunteers of America
Girls Incorporated	YMCA of the USA
Grand Valley State University, Center for Philanthropy and Nonprofit Leadership*	Young Nonprofit Professionals Network
GuideStar	Young People for, People for the American Way

\* Coalition Board of Director Members

For more information about the Coalition, please contact:

Stephen Bauer

Director of the Initiative for Nonprofit Sector Careers

American Humanics

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sbauer@humanics.org

[www.humanics.org/coalition](http://www.humanics.org/coalition)