



**STRONGHEARTS**  
Native Helpline

**Request for Proposal**  
**Integrated PR and Marketing Services**

## **ABOUT THE STRONGHEARTS NATIVE HELPLINE (STRONGHEARTS)**

*The StrongHearts Native Helpline (StrongHearts)*, launched in March 2017. Created by and built to serve tribal communities across the United States, StrongHearts is a culturally appropriate, anonymous, confidential and no-cost service dedicated to serving AI/AN survivors of domestic and sexual violence, along with their concerned family members and friends. StrongHearts provides life saving services on a 24/7/365 basis and can be reached through phone, chat and text. Callers can connect one-on-one with knowledgeable StrongHearts advocates who can provide lifesaving tools and immediate support to enable survivors to find safety and live lives free of abuse.

**Mission:** We exist to restore power to Native Americans impacted by domestic and sexual violence by weaving together a braid of safety, sovereignty and support.

**Vision:** We envision a return to our traditional lifeways: where all our relatives are safe, violence is eradicated, and sacredness is restored.

**Guiding Values:** Bravery, Culture, Interrelatedness, Confidentiality, Trust, Humility and Resilience

## **REQUEST FOR PROPOSAL**

StrongHearts is accepting proposals for a Full-Service Marketing & PR Agency or Integrated Communications Agency to partner with their StrongHearts Communication team to:

- Position StrongHearts as a safe, confidential and trusted resource available for Native victims and survivors of domestic and sexual violence nationwide
- Develop and maintain StrongHearts' reputation as a thought leader on domestic violence and dating abuse for the Native community in the media
- Utilize trends, breaking news, events in pop culture, and recurring national awareness days and events – both relevant to tribal media and in the mainstream media – to raise awareness and engage the public in conversations about domestic violence and dating abuse
- Develop new messaging, campaigns, and comprehensive communication strategies that build upon StrongHearts' existing successful tactics while introducing fresh ideas. Work closely with the communications team to ensure alignment, consistency, and cultural relevance in all outreach efforts.

## **PROJECT OVERVIEW**

StrongHearts Native Helpline is seeking a Full-Service Marketing & PR Agency or an Integrated Communications Agency to support our small communications department in increasing brand awareness and enhancing our messaging. Our goal is to become a household name across Indian Country while ensuring our messaging remains clear, consistent, and culturally relevant.

StrongHearts Native Helpline provides vital, culturally honoring support to AI/AN relatives impacted by domestic violence, dating violence, and sexual abuse. Available 24/7/365, StrongHearts launched in

March 2017 and has since been a trusted, confidential resource for crisis intervention, support, safety planning, and referrals to Native-centered services. Our trained advocates understand the unique challenges faced by Native communities, ensuring callers receive support rooted in cultural knowledge and lived experience.

Operations for StrongHearts Native Helpline are based in Eagan, Minnesota, with the exception of our satellite office in Sault Ste Marie, Michigan, all staff work remotely. While our outreach is national, our approach is deeply Native-centered, focusing on connecting AI/AN victims and survivors with culturally competent advocates who prioritize their well-being and personal sovereignty.

As StrongHearts continues to grow, we require a marketing and PR strategy that strengthens our visibility and reinforces our reputation as a safe, confidential, and trusted resource. The selected agency will work alongside our communications team to:

- Enhance and amplify our messaging to the broader AI/AN community and service providers.
- Ensure the confidentiality and anonymity of StrongHearts' services are clearly communicated.
- Develop and implement public relations and digital marketing campaigns that position StrongHearts as a household name across Indian Country.

We seek a strategic partner that can not only build upon our current successful efforts but also bring fresh ideas to further our mission. The agency's expertise will be instrumental in increasing our reach, engagement, and impact within Native communities nationwide.

## **SCOPE OF WORK**

The Full-Service Marketing & PR Agency will perform the following tasks in coordination with the Communications Manager of the StrongHearts Native Helpline:

- a. Strategic Communications Counsel and Planning
  - i. Participate in strategy sessions to support and provide recommendations on a comprehensive plan to position the StrongHearts Native Helpline as a trusted, national resource for Native American impacted by domestic, dating, and sexual violence.
- b. General Media Relations
  - i. Maintain a comprehensive national media list of tribal and non-tribal media serving target audience, as well as identify and generate new leads.
  - ii. Write customized media pitches and seek op-ed opportunities to actively educate tribal and non-tribal media about the issues of domestic violence and sexual violence, unique barriers for victims, and how StrongHearts supports Native survivors of abuse.
  - iii. Write, disseminate and conduct follow-up to news releases, educational media packages and media alerts, as well as craft talking points.

- iv. Identify and analyze news trends and breaking news opportunities to position the StrongHearts Native Helpline as a leading resource on domestic violence and dating abuse in the Native community.
- c. Influencer/Spokesperson Engagement
  - i. Partner with the Communications Manager to identify, establish and maintain relationships with influencers and word-of-mouth opportunities throughout the Native American community.
  - ii. Identify and coordinate with the Communications Manager on opportunities for celebrity spokespeople and major influencers for guest blogs, podcasts, social media/video campaigns, op-eds, etc. where appropriate.
  - iii. Research and identify opportunities to position StrongHearts spokespeople as thought leaders on domestic violence, dating violence, and sexual violence in tribal communities, particularly in tribal media.
- d. Events and Community Relations
  - i. Support and provide recommendations to the Communications Manager in maintaining a strategic, community-based approach to awareness-building to maximize impact of outreach events and site visits.
  - ii. Support and provide recommendations to the Communications Manager in connecting with key grassroots, coalition, and national organizations to collaborate and build good will between organizations.
- e. Annual Initiatives and Organization Milestones
  - i. The agency will support the enhancement, new development and execution of communications strategies for the following annual events, building upon existing tactics and refreshing approaches to raise awareness of domestic violence and its related intersections, including but not limited to:
    1. Teen Dating Violence Awareness Month (February)
    2. Sexual Assault Awareness Month (April)
    3. National Day of Awareness for Missing and Murdered Native Women (May 5)
    4. Domestic Violence Awareness Month (October)
    5. National Native American Heritage Month (November)
- f. Rapid Response / Crisis Communications
  - i. Assist the Communications Manager and StrongHearts leadership as needed in rapid response in the event of a crisis, urgent breaking media event, or challenges to its credibility or reputation.
- g. Marketing and Messaging Support
  - i. Work closely with StrongHearts' communications team to develop and launch new marketing campaigns to enhance awareness of StrongHearts Native Helpline.
  - ii. Provide recommendations to improve existing campaigns, website content, and user engagement.

- iii. Develop strategies for digital engagement, including social media and email marketing, to connect with key audiences more effectively.
- h. Agency / Client Communications
  - i. Regular communications with the StrongHearts Communications Manager.
  - ii. Consistent, formal bi-monthly brainstorming and monthly planning calls between the agency and the Communications Manager.
- i. Measurement
  - i. Analyze trends, growth, coverage and sentiment in all types of media including word-of-mouth marketing with the StrongHearts Communications Manager.
- j. Reporting
  - i. The agency will locate and report news clips and influencer moments in real time, continually monitoring for coverage and maintaining files of all news clips for end-of-month reporting.
  - ii. The agency will provide the Communications Manager with a monthly detailed activities report, along with an expenditure and budget status report that provides an overview of money spent or obligated correlated to work completed in the prior 30-day period.

## **QUALIFICATIONS**

Candidates must have experience working with local and national – tribal and non-tribal —print, online media and broadcast media outlets, as well as in conducting outreach in Native American communities. Experience working with Native nonprofit organizations is a bonus. Coverage should target Native and non-Native consumer media outlets serving primarily Native audiences; however, coverage may target trade publications, where appropriate.

## **BUDGET**

To be determined

## **CONTRACT TERMS**

StrongHearts will negotiate contract terms upon selection. The terms of selection/hiring will be subject to the following terms. All contracts are subject to review by StrongHearts' legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

## **PROPOSAL GUIDELINES AND REQUIREMENTS**

This is an open and competitive process for all qualified reputable communications and design firms. StrongHearts will accept submissions until 5 p.m. CT on April 25, 2025. Proposals received after this date/time will not be considered. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified, and the work they will perform must be defined. In your proposal, please provide the name, address, and EIN of the sub-contractor. We will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse the subcontractors you have selected.

The proposal must include the following information:

Item 1: Cover Letter

Indicate your interest in and qualifications to represent StrongHearts Native Helpline.

Item 2: Portfolio

Include a portfolio highlighting various public relations campaigns. The portfolio should also include writing samples, at least one press release and media coverage garnered in the past 12 months. **(Note: Links to company websites will not be considered/reviewed.)**

Item 3: Creative Ideas

Showcase your strength in pitching original ideas with a minimum of three story ideas specific to the StrongHearts Native Helpline and its services. You may also provide samples of successful media campaigns geared around an awareness campaign or strategy for a nonprofit organization. All samples should be creative and include an execution strategy, demonstrate a return on investment and include an itemized budget.

Item 4: Client List and References

Include a complete client list (past 36 months) with a minimum of five client references. Please provide a name, title, address, e-mail address and phone number for the contact person.

Item 5: Personnel Biographies

Include a biography for the personnel who will work on the StrongHearts Native Helpline account. Biographies should not be longer than 100 words in length.

Item 6: Hourly Rates

Include the hourly rate for work outside of the scope outlined by this RFP.

Proposals must be submitted via email. All components of proposals submitted via email should be saved in a single zipped folder. Physical submissions should be bound in one singular folder (binder or spiral). Those agencies up for consideration will be invited to meet with StrongHearts the week of May 5, 2025 . Final hiring decisions will be made during the week of May 12, 2025. Please note that final hiring decision is subject to approval by grant managers.

## REVIEW CRITERIA

### Skill/Creativity

Please demonstrate through the submission of portfolio samples, including assignment and/or speculative projects that demonstrate technical and creative execution, particularly for similar projects.

Please provide materials that demonstrate the full scope of services provided by your firm, such as a briefing document or brochure.

### Resources/Capability

Please demonstrate through a brief, brochure/CD or other document the following (**Note: Links to company websites will not be considered/reviewed**):

- Business experience
- Staff skills and experience
- Clients serviced
- Projects of note
- Technical skills
- Project management methodology
- Ability to meet milestones

### References/Referrals

Please provide a list of at least three current professional references.

### Pricing Structure/Rates

Please provide a comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP agreement.

### **Proposals should be addressed to:**

Lori Jump  
Chief Executive Officer  
StrongHearts Native Helpline  
Email: [ljump@strongheartshelpline.org](mailto:ljump@strongheartshelpline.org)

Please direct any questions regarding this proposal to [ljump@strongheartshelpline.org](mailto:ljump@strongheartshelpline.org).