

Request for Proposal

Research Project for Public Relations Society of America, Inc.

The Public Relations Society of America, Inc. (“[PRSA](#)”) is accepting proposals from vendors to conduct a design thinking based research project to understand the evolving needs, preferences and future trends of professionals within the communication (public relations) industry. The insights gained will inform the development of a more robust value proposition for the Association, leading to increased membership and non-dues revenue. We invite your firm to submit a proposal to us by February 19, 2025 for consideration. A description of our Association, the services needed, and other pertinent information is as follows:

1. COMPANY OVERVIEW

PRSA, a 501(c)6 individual membership association, with a related 501(c)3 foundation, is the nation’s leading professional association for communication professionals. With nearly 25,000 members, PRSA advocates for industry excellence and ethical conduct while providing lifelong learning, events and resources to support professionals throughout their careers. PRSA represents 110 chapters, 14 Professional Interest Sections, and nearly 375 college and university campuses through its student organization, [PRSSA](#).

2. PROJECT SCOPE

The research project should employ a design thinking approach to explore the following key areas:

1. **Current and Future Trends:** Identify the current trends and anticipated future developments in the communication industry. This includes technological advancement, shift in media consumption, regulatory changes and evolving skill sets.
2. **Professional Needs and Preferences:** Understand the needs, preferences, and pain points of professionals in the industry. This includes exploring career aspirations, educational needs, networking preferences, and challenges faced in the workplace.
3. **Value Proposition Development:** Based on insights gathered, recommend strategies for enhancing the Association’s value proposition. This may involve new membership benefits, educational and training offerings, networking opportunities, and industry advocacy efforts.
4. **Stakeholder Analysis:** Engage with current members, potential members, volunteer leaders, sponsors and partners to gather diverse perspectives. This analysis will help identify opportunities for collaboration, sponsorship, and membership growth.
5. **Identification of Key Competitors:** Identify key competitors, both traditional and non-traditional, that are or have the potential to attract members away from PRSA.
6. **Membership and Non-Dues Revenue Growth:** Provide actionable recommendations for increasing membership and non-dues revenue based on research findings.

3. DELIVERABLES

Interim reports will be delivered on a predetermined timeline. We anticipate that a final presentation will be delivered to PRSA leadership during the fourth quarter of 2025 and must contain the following:

1. Comprehensive research report
2. Executive summary
3. Actionable insights and recommendations
4. Presentation to the PRSA Board of Directors
5. Visual and data-driven summary for stakeholder communication
6. Value proposition enhancements based on research findings, including marketing plan to move forward

4. BUDGET

There is no specific budget allocated for this contract. PRSA will evaluate all proposals individually based on the criteria outlined in this RFP.

5. PROPOSAL REQUIREMENTS

This RFP represents the requirements for an open and competitive process. Proposals must be submitted electronically to RFP@prsa.org no later than 5:00 PM (ET) on February 19, 2025. Late submissions will not be considered.

Please include the following in your proposal response:

- **Overview of your firm's experience and qualifications**
- **Proposed approach and methodology for the research**
- **Detailed project timeline and milestones**
- **Budget proposal, including breakdown of costs**
- **Personnel working on the project**
- **Examples of similar projects completed**
- **References from past clients**
- **Terms & Conditions of Service**

If your firm plans to outsource any work to meet the requirements, please specify this in the proposal and include details about the outsourced organizations, as well as any costs involved. All proposals must include a comprehensive, all-inclusive cost structure.

6. EVALUATION CRITERIA

PRSA will evaluate all proposals based on the following criteria:

- **Alignment with scope and deliverables**
- **Cost of proposed project**
- **Experience with similar projects**
- **References**

7. RFP & PROJECT TIMELINE

- **RFP Distributed:** February 5, 2025
- **Responses Due:** 5:00 PM ET, February 19, 2025
- **Firm Selected & Contracted:** March 1, 2025

8. CONTACT INFORMATION

For questions or additional information, please contact:

PRSA Research Project

Email: RFP@prsa.org

Phone: 212-460-1400

We look forward to reviewing your proposal and appreciate your interest in working with the [Public Relations Society of America](#).