



PROPOSAL KIT SAMPLE

Public Relations Services Sample Proposal

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Netta Vanderyacht
Chief Information Officer
PeaceMark Community Health Network
844 Rainbow Avenue
Suite 301
Wichita, KS 67215

Ms. Vanderyacht,

Thank you for your inquiry about providing public relations services for PeaceMark Community Health Network.

We understand that your objective is to distribute information about the best health practices to the Wichita community and to make the community aware of the services and products you provide in your network of clinics and hospitals.

We at Nautilus PR Services wholeheartedly support your mission, and we have the experience to enhance your public image and maintain the community's good opinion of your organization. We understand that you wish to create a long term partnership with a PR firm that will periodically distribute your information to the public. Nautilus PR Services has many long-term relationships with a wide variety of clients in the Midwest.

We strongly believe our proposal has been thoroughly outlined and will meet or exceed all of your expectations and requirements. We will call you on September 15 to answer any questions you may have and to schedule a meeting. Thank you for your consideration and for putting your trust in Nautilus PR Services.

Sincerely,

Even Bext
Client Outreach
Nautilus PR Services
316-555-5556
evan@NautilusPR.com
www.NautilusPR.com



PROPOSAL

PUBLIC RELATIONS SERVICES FOR PEACEMARK COMMUNITY HEALTH NETWORK

Prepared for: Netta Vanderyacht
 Chief Information Officer

Prepared by: Even Bext
 Client Outreach



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WHAT YOU CAN EXPECT

Nautilus PR Services is a full-service public relations firm with nearly a decade of experience in the Wichita area.

This means we understand how to build and maintain relationships in our community. We can offer expertise in every aspect of public relations.

We understand how to build relationships in our community.

Here's what you can expect from Nautilus PR Services:

■ ANALYSIS OF CURRENT PUBLIC OPINION, ATTITUDES, AND QUESTIONS

It is crucial to start a PR campaign with an understanding of the current knowledge about and opinion of your organization. While determining the current community attitude, we will also identify issues that may impact PeaceMark Community Health Network's operations and future plans.

■ DEVELOPMENT OF A PLAN TO EXTEND COMMUNITY AWARENESS AND GOOD PUBLIC OPINION

Issuing regular newsletters that provide health tips and advertise free health information classes via mass mailings is a great way to develop and maintain a positive relationship with the community at large. Establishing and maintaining a social media presence is important, too.

■ COUNSELING FOR YOUR MANAGEMENT WITH REGARD TO POLICY DECISIONS AND POSSIBLE RAMIFICATIONS, AND OFFERING ADVICE IN DETERMINING COURSES OF ACTION AND COMMUNICATION

Nautilus PR Services will help PeaceMark Community Health Network's management team understand how the organization's decisions are likely to be received by the community. We will shape communications to ensure that PeaceMark Community Health Network always presents a positive public image.



■ CREATION AND DISTRIBUTION OF MEDIA MATERIALS TO INFORM AND INFLUENCE THE PUBLIC

Such materials will include quarterly newsletters, periodic flyers of announcements, and radio and television ads when necessary.

■ CONTINUOUS MONITORING OF PUBLIC OPINION AND ATTITUDES ABOUT PEACEMARK COMMUNITY HEALTH NETWORK

Maintaining a positive public image will keep PeaceMark Community Health Network a respected business leader in the Wichita area.

CONTACT US

For additional information, please contact Even Bext at 316-555-5556 between the hours of 9 a.m. and 5 p.m.





PUBLIC RELATIONS

The goal of Public Relations (PR) is to find out, through the use of market research, how the public and individuals perceive your company or its products, and then to create and maintain a positive image and relationship between an organization and its public.

PeaceMark Community Health Network is already well established in the Wichita area, but the community is not necessarily aware of all the services PeaceMark Community Health Network provides, and PeaceMark Community Health Network is unaware of public opinion about its clinics and hospital.

PUBLIC RELATIONS CAMPAIGN OUTLINE

The goal of our public relations campaign is to win over supporters by distributing useful health tips and providing classes to the public, and to make the community in general aware of everything PeaceMark Community Health Network has to offer.

PUBLIC RELATIONS CAMPAIGN ELEMENTS MAY INCLUDE

- Press Release Information
- Kits for the Press
- Informational Flyers
- Podcasts and Webcasts
- Wire Service and Internet Releases
- Events and Celebrities
- Press Conference Events
- Media Seminars
- Creation and Distribution of Periodic Mailings (such as magazines and newsletters)

AUDIENCE

All households in the Wichita area.

EXPECTED RESULTS

The initial campaign will create interest in PeaceMark Community Health Network's health network, its providers and services. Over time, this will increase patient enrollment in the network and improve the public image of the network.



RELATIONSHIP MANAGEMENT

Nautilus PR Services has identified the following relationships that are crucial to PeaceMark Community Health Network's current image and business, as well as to its future plans:

■ US NEWS ANNUAL RANKING OF BEST HOSPITALS AND PHYSICIANS

It's crucial to get the word out about all of PeaceMark Community Health Network's success stories to achieve and maintain a high position on these lists.

■ WICHITA EAGLE NEWSPAPER

Nearly 59% of Wichita residents say they get most of their news from either the online or print edition of this newspaper.

■ WICHITA TELEVISION STATIONS

Any news story about a PeaceMark Community Health Network facility or employee is likely to be broadcast from one of the local TV stations.

■ LABOR UNIONS FOR HOSPITAL STAFF

Lines of communication must stay open and positive to keep PeaceMark Community Health Network's operations uninterrupted.

STRATEGY

Our strategy to maintain good relationships in these areas is as follows:

Identify key personnel with whom to communicate within these organizations, and send those persons periodic press releases and news items, invite them to company functions, and partner with them in charitable efforts when practical and beneficial.

RESPONSIBILITIES

The following Nautilus PR Services experts will be in charge of maintaining your relationships with these organizations:

Ashley Ahern, Senior PR Executive
Oscar Newson, Marketing Manager
Elizabeth Garcia, Project Communications Director





SERVICES PROVIDED

Nautilus PR Services will provide the following services for PeaceMark Community Health Network:

- **DEVELOP AND CONDUCT SURVEYS OF PUBLIC AWARENESS AND OPINION ABOUT PEACEMARK COMMUNITY HEALTH NETWORK, AND ANALYZE RESULTS**

In coordination with PeaceMark Community Health Network executives, we'll develop a survey that includes any specific issues you want to address, as well as questions about general opinion and knowledge of PeaceMark Community Health Network's network and services. For efficiency, surveys will be conducted by telephone.

- **DEVELOP AN INFORMATION CAMPAIGN PLAN**

Nautilus PR Services will develop a plan to create and distribute quarterly informational newsletters to the general public in the target area, as well as putting into place a procedure to handle periodic news releases and any immediate media challenges that may crop up.

- **CREATE AND DISTRIBUTE NEWSLETTERS AND OTHER PRINTED AND ONLINE INFORMATION**

Nautilus PR Services employs content experts who will consult with PeaceMark Community Health Network executives to assemble and distribute health tips and general health information to keep the public informed about everything PeaceMark Community Health Network has to offer.



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