

Request for Proposals

Public Relations Services

Issued by:

Apprenti

A 501(c)(3) Nonprofit Registered Apprenticeship Intermediary

Issue Date:	February 10, 2026
Deadline/RFP Closes:	March 10, 2026



1. Project Overview

Apprenti is a national nonprofit organization delivering Registered Apprenticeship programs that help employers build skilled talent pipelines while expanding access to high-growth careers. Apprenti partners with employers, government agencies, funders, and education providers to create scalable workforce solutions with measurable impact.

Apprenti is seeking an innovative public relations firm or independent PR contractor to serve as a strategic partner in increasing visibility through traditional and nontraditional media, positioning Apprenti as a thought leader in Registered Apprenticeship, and supporting awareness among fundraising, employer, government, and ecosystem audiences.

This engagement is focused on ongoing visibility, not one-off media placements.

The selected PR partner will:

- Elevate Apprenti's national profile and credibility
- Build sustained awareness of registered apprenticeship as a workforce solution
- Position Apprenti leadership as trusted experts
- Support fundraising and growth initiatives through earned media
- Establish long-term media and platform relationships



2. Ideal Partner Profile & Success Criteria

Apprenti is seeking a PR partner or firm who can deliver sustained visibility, strategic alignment, and measurable impact. The right firm will demonstrate:

2.1 Strategic Approach & Expertise

- Proactive, relationship-driven media strategy (not transactional press release distribution)
- Understanding of workforce development, education, policy, or social impact sectors
- Proven ability to translate organizational goals into compelling narratives and sustained coverage

2.2 Collaborative Working Style

- Seamless integration with Apprenti's internal marketing team
- Strategic alignment between PR efforts and broader marketing/fundraising goals
- Clear, consistent communication and strategic counsel

2.3 Demonstrated Results

The successful partner will help Apprenti achieve:

- Consistent earned media year-round
- Strong media relationships that generate ongoing opportunities beyond single pitches
- Apprenti leadership positioned as go-to experts in the field
- Credibility and trust that translate visibility into long-term organizational impact

We are looking for a partner who views PR as relationship-building and strategic positioning—not just placement volume.

3. Scope of Work & Key Deliverables

3.1 PR Strategy & Narrative

- Develop a PR strategy aligned with Apprenti's marketing and fundraising goals
- Refine core narratives, messaging, and proof points
- Align PR efforts with quarterly marketing themes and campaigns

3.2 Media Relations & Visibility

- Build, manage, and maintain a custom media list for Apprenti
- Proactively pitch and secure earned media across national, regional, trade, and digital outlets
- Build ongoing relationships with journalists, editors, producers, and hosts

3.3 Podcast & Nontraditional Media

- Identify, pitch, and manage podcast and nontraditional media opportunities
- Coordinate scheduling, preparation, and follow-up for appearances

3.4 Thought Leadership & News Opportunities

- Identify timely news hooks, trends, and opportunities
- Draft and Pitch op-eds, bylined articles, expert commentary, and feature stories
- Maintain consistent visibility beyond single announcements

3.5 Leadership Positioning

- Write and refine professional bios for Apprenti's senior leadership team
- Support spokesperson positioning with talking points and media prep as needed
- Crisis Communications refinement for senior leadership team

3.6 Media Kit

- Create and maintain a comprehensive media kit, including:
 - Organizational overview and boilerplate
 - Leadership bios
 - Impact metrics and key facts
 - Approved visuals and logos (provided by Apprenti)

3.7 Stakeholder Coordination

- Manage and facilitate **biweekly PR strategy meetings**
- Work under guidance of Apprenti's marketing team

3.8 Reporting

- Provide monthly reporting that includes:
 - Media placements and reach
 - Podcast appearances
 - Pitch activity and progress
 - Strategic insights and recommendations

4. Budget & Engagement Structure

4.1 Engagement Model

Apprenti anticipates a monthly retainer-based engagement beginning in March 2026 with an initial term of 9 months, with the option to extend based on performance and strategic fit.

4.2 Pricing Expectations

Please provide a detailed proposal that includes:

- **Monthly retainer fee** aligned with the full scope of work outlined in Section 3
- **Breakdown of what's included** in the base retainer (e.g., strategy hours, media relations, reporting)
- **Any additional costs** not covered by the retainer, such as:
 - Media monitoring or database subscriptions
 - Event support or crisis communications (if applicable)
 - Travel expenses for in-person meetings or events
 - Subcontractor fees (photography, design, etc.)
- **Tiered options** (optional but welcomed): If you offer service levels (e.g., base, enhanced, premium), outline what each tier includes and the corresponding investment

4.3 What We're Looking For

We value transparency and flexibility. Your proposal should clearly demonstrate:

- How your pricing reflects the strategic value and level of effort required
- Whether your model allows for seasonal adjustments or campaign surges
- What success benchmarks or deliverables justify the investment
- How do you provide value in slow seasons

4.4 Evaluation Criteria

Budget will be one factor among several, including strategic fit, relevant experience, and demonstrated results. We prioritize value over lowest cost and are interested in partners who can articulate ROI in terms of visibility, relationship-building, and organizational impact.

5. Engagement Timeline

Milestone	Target Date
RFP Release	February 10, 2026
Final Deadline	March 10, 2026
Interviews	March 23 - March 27, 2026
Selection	March 30, 2026
Engagement Begins	Upon execution of a contract

6. Proposal Requirements

Proposals should include:

1. Firm or contractor overview and relevant experience
2. Proposed approach to each of Apprenti's PR needs (as noted in Section 2)
3. Examples of earned media placements and/or podcast bookings in workforce development
4. Team structure and primary point of contact
5. Proposed pricing model (monthly retainer preferred)
6. Reporting approach and KPIs

Submitting a response or being chosen as the most qualified response does not guarantee a contract will be executed. Apprenti also reserves the right to reject all responses.

7. Evaluation Criteria

Proposals will be evaluated on the following criteria:

Criterion	Weight
Relevant expertise and experience	30%
Experience with target population or similar programs	25%
Quality of work samples	20%
Cost reasonableness	20%
References	5%

Submitting a response or being chosen as a qualified response does not guarantee a contract will be executed. Apprenti also reserves the right to reject all responses.

8. Questions

Questions regarding this RFP must be received no later than February 26, 2026 at 5pm PST. Responses will be posted online as follows:

- Questions received prior to February 26, 2026 will be posted and responded to online no later than March 2, 2026 at 12:00pm PST.
- Questions received after February 26, 2026, will not be considered.

All questions must be sent via email to marketing@apprenticareers.org, with subject line *RFP Questions: Public Relations Services*. Responses may be shared with all prospective bidders to ensure clarity.



9. Submission Instructions

Please submit applications electronically in PDF format, to Lauren Mills for this procurement opportunity.

Email: marketing@apprenticareers.org

Subject Line: RFP Submission: Public Relations Services

Deadline: March 10, 2026