



REQUEST FOR PROPOSAL (RFP) - Communication Agency for Women Who Inspire (WWI) Campaign

Issue Date: August 27, 2025

RFP Title: Communications Agency for WWI Campaign

Proposal Due Date: 30 days from issue date

Contact: Patrice Anderson, VP of Communications, panderson@dressforsuccess.org

Introduction

Dress for Success® Worldwide seeks proposals from experienced communication agencies to support the Women Who Inspire (WWI) Campaign. Launching in March 2026 and culminating with a Fall luncheon, the campaign aims to raise awareness, engage global audiences, and fundraise to support women achieve economic independence worldwide. We are looking for an agency to help prepare the campaign, amplify it, drive influencer's support, engage diverse audiences, secure press and elevate our efforts through events, media, and partnerships. This RFP outlines the scope, deliverables, timeline, and selection process.

Organizational Overview

Dress for Success Worldwide is a leading global nonprofit that helps women achieve economic mobility and ignite their confidence. Through our affiliates, we provide holistic services throughout their career journey—education, coaching, clothing and a continuing network of support.

Campaign Overview

The WWI Campaign raises critical funds for Dress for Success as it celebrates women's achievements, featuring inspiring stories. Activated across digital, PR, and partnerships, the campaign will engage and amplify global ambassadors, corporate partners, and media for maximum impact.

Campaign Goals:

- Raise funds for Dress for Success programs and services
- Engage corporate leaders, VIPs, ambassadors and influencers
- Amplify Dress for Success' rebranding to enhance brand visibility
- Drive community engagement via digital storytelling
- Raise visibility for corporate partnerships and cause marketing efforts

Scope of Work

Starting this Fall, the agency will work closely with Dress for Success's communications team to create and execute a comprehensive marketing strategy.

Strategy & Planning

- Develop a robust marketing and communication plan spanning digital, social media, PR, and influencer marketing.
- Secure high-profile VIPs and influencers for campaigns, media promotions, and potential appearances.
- Introduce and bring high-impact activation opportunities (e.g., The Empire State Building, the Nasdaq Times Square, prominent public venues, etc.) to enhance visibility and engage audiences.
- Leverage your network and brand partnerships to create unique campaign involvement opportunities.

VIP & Influencer Engagement

- Identify and engage mission-aligned VIPs and influencers for campaign events and endorsements.
- Coordinate campaign materials, and potential media engagement for all VIP's and influencers participating in the campaign.

Public Relations & Media Outreach

- Secure media placements in major national and international outlets, including print, online, TV and podcasts.
- Arrange thought leadership opportunities for Dress for Success leadership.
- Explore pro bono media opportunities and secure media partnerships.
- Engage local affiliate leaders to participate in regional press outreach, helping them secure local PR placements to build community awareness and amplify campaign visibility.
- Provide guidance and resources to local affiliates to enhance regional media engagement.

Digital & Social Media Marketing

- Craft and implement a digital marketing plan, including SEO, email marketing, and paid social media campaigns to drive engagement and donations.
- Collaborate closely with Dress for Success's internal team to create compelling social media posts that optimize platform engagement, maintain consistent campaign messaging and foster audience interaction.

- Work alongside corporate partners and influencers to amplify campaign messaging across digital platforms and expand reach.

Measurement & Reporting

- Provide reports on campaign performance, covering media reach, digital engagement, and influencer impact.

Deliverables

- Comprehensive campaign strategy, to include:
 - Press release and media alerts
 - Press coverage, media placements, and partnerships
 - Secured mission-aligned VIPs, influencers and micro-influencers
- Monthly and wrap up performance analytics on media reach and engagement

Proposal Requirements

Please include the following in your proposal:

- **Company Overview:** Agency name, location, services, and relevant experience
- **Project Approach:** Proposed approach and campaign management plan
- **Portfolio & Case Studies:** Past campaigns, particularly in non-profit or women's initiatives (include brief context)
- **Cost Proposal:** Detailed itemized budget for services
- Dress for Success seeks high-quality services within budgetary constraints. Looking for potential Pro bono opportunities or nonprofit discounted rates.
- Team bios of those assigned to the project, along with their functions
- References from past clients, ideally two of which are nonprofits, which include descriptions of the work performed

Evaluation Criteria:

The following criteria will guide our evaluation of proposals:

- Understanding of Dress for Success's mission, audience, and project goals
- Quality and relevance of experience and portfolio
- Clarity and feasibility of project timeline and budget
- Proposed approach and timeline
- Cost-effectiveness and value for investment
- References and past performance

Engagement Timeline

October 2025– April 30, 2026

Extension for Fall Luncheon

As an optional extension, the agency may also manage PR, social engagement, and influencer integration for the fall WWI Luncheon in order to maximize media exposure and post-event engagement.

Questions Deadline

Applicants may submit any clarifying questions to panderson@dressforsuccess.org no later than **Friday, September 5, 2025**.

Submission Instructions

Please send your proposal in PDF format, *DFS_WWIC_[CompanyName].pdf*, by **September 26, 2025**, to: Patrice Anderson, VP of Communications.

Email: panderson@dressforsuccess.org

Subject Line: RFP Submission – Communication Agency WWIC