

USHCC Request for Proposals: Public Relations Support

The United States Hispanic Chamber of Commerce is soliciting proposals for federal lobbying, advocacy, and government relations support. The USHCC advocates on behalf of our 4.7 million Hispanic-owned businesses, more than 260 affiliated Hispanic Chambers of Commerce, and Corporate Partner Members across the country guided by our “Three C’s”:

1. **Capital** – Expanding equitable access to **capital** through traditional and innovative partnerships,
2. **Capacity** – Building **capacity** through programming, training, and new grant investments, and
3. **Connections** – Establishing **connections** through matchmaking, procurement, and advocacy.

Please submit proposals or direct any questions regarding this Request for Proposals to **Brianna Dimas**, Vice President of Programs and Communications, USHCC at bdimas@ushcc.com.

About the United States Hispanic Chamber of Commerce (USHCC)

***Vision:** Be the leading voice to advance Hispanic business potential to drive our American economy.*

***Mission:** Build an ecosystem to accelerate Hispanic business growth and prosperity.*

The United States Hispanic Chamber of Commerce (USHCC) actively promotes the economic growth, development, and interests of more than 4.7 million Hispanic-owned businesses, that combined, contribute over \$800 billion to the American economy every year. It advocates on behalf of its network of more than 260 local chambers and business associations nationwide, and partners with more than 200 major American corporations.

Scope of Services

The USHCC is seeking Public Relations and Media support from a professional team that can also provide bilingual messaging. The team would work directly with the Vice President of Programs and Communications and staff to help advance our national USHCC brand, position/policy priorities, events, and advocacy on behalf of Hispanic and minority-owned businesses.

Desired services include:

- Creating content, writing Press Releases, and writing other media pieces as requested with a quick turnaround to support the USHCC mission
- Pitching and securing national Op-Eds with top publications with direction from USHCC on a schedule for 12 months
- Amplification assistance and graphics for special events and policy positions that are timely
- Build relationships with media personnel, contacts, and key stakeholders who can leverage the USHCC national brand and build awareness of our new team and new policy agenda
- Develop and execute strategies to build the USHCC’s influence, reputation, and relationships

- Assist with creating and pre-scheduling social media content using SproutSocial tools
- Assist with metrics, analytics, data and other reports on a monthly or quarterly basis using existing or new tools
- Provide materials to support our USHCC communications strategy, including, but not limited to: press releases, media statements, op-ed pieces, talking points, correspondence, one-pagers, and summaries.

Proposals

All submitted proposals should include:

- A statement of interest including a description of the firm/organization, previous work pertaining to Hispanic and/or minority-owned businesses, and attributes which uniquely position your firm to support the mission of the USHCC;
- Names, titles, and description of individuals who will be working with the USHCC and their areas of responsibility;
- Examples of campaigns, Op-Eds, articles, or other items you can produce;
- List of issues areas of expertise, including prior work;
- Prior experience working with Chambers of Commerce or other business associations, if applicable;
- Prior experience working with national Latino associations, if applicable;
- A list of the specific services you propose to offer; and
- A proposed fee structure for services rendered.

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