



National Problem Gambling Helpline: Call or Text 1-800-GAMBLER or visit 1800gamblerchat.org

Request for Proposal for Public Relations Services

Introduction

The National Council on Problem Gambling (NCPG) is soliciting proposals from interested firms to enhance its brand positioning, elevate its media presence, and strengthen its spokesperson capabilities. As the national advocate for individuals, families, and communities impacted by problem gambling, NCPG leads state and national stakeholders in developing comprehensive policies and programs to support those affected. This Request for Proposal (RFP) outlines the scope of work aimed at reinforcing NCPG's leadership role in the field, amplifying its initiatives, and ensuring consistent messaging across key audiences.

Background

The National Council on Problem Gambling is the only national nonprofit organization that seeks to mitigate gambling-related harm. The organization works to improve health and wellness by reducing the personal, social and economic costs of problem gambling. Founded in 1972, the organization does not take a position for or against legalized gambling. NCPG members include 35 state affiliate chapters and a wide variety of individuals and organizations—from counselors, prevention specialists and researchers to people in recovery from gambling problems as well as treatment clinics, gambling operators and vendors, regulatory authorities, sports leagues, and state human services agencies.

Timeline

- RFP Issue Date: Wednesday, March 12, 2025
- First Round Proposals Due: March 28, at 5:00pm ET
- Finalists scheduled for interviews by April 9, 2025
- Firm Selection: No later than May 1, 2025

Scope of Work

The public relations firm will create a strategy and plan to enhance NCPG's brand positioning, media presence, and spokesperson capabilities. The scope outlined below are designed to reinforce NCPG's role as the foremost national advocate in the problem gambling and responsible gambling field, while expanding its influence and visibility across key audiences by promoting key programs and services.



Brand Positioning

- Develop a plan to reinforce NCPG's position as the leading authority in mitigating gambling-related harm through prevention, education, treatment, and advocacy, emphasizing its critical role in public health, policymaking, and the gambling industry.
- Identify opportunities to differentiate NCPG by highlighting its current menu of programs and outreach, nationwide influence through its helpline services, and positive impact on problem gambling prevention and treatment.
- Position NCPG as a thought leader by placing op-eds, bylined articles, white papers, and case studies. Secure speaking engagements and awards to raise NCPG's visibility.

Earned Media Strategy

- Develop a proactive earned media strategy to secure coverage in national, regional, and trade publications, aligning with NCPG's key initiatives.
- Create a media relations calendar to align with NCPG's initiatives and industry events, ensuring timely and relevant outreach.
- Assist with the writing and distribution of press releases, advisories, and pitch materials focusing on NCPG's milestones, initiatives, and industry trends.
- Secure interviews, feature stories, and op-ed placements for NCPG leadership, emphasizing its impact on problem gambling prevention.
- Promote NCPG's advocacy for federal funding for gambling addiction programs and the national recognition of 1-800-GAMBLER as the helpline number.

Spokesperson Training

- Implement tailored media training for NCPG leadership and spokespeople, focusing on message delivery and media interview strategies.
- Create customized talking points and documents to ensure spokespeople align with NCPG's strategic objectives.
- Offer real-time coaching for significant media opportunities, ensuring spokespeople are fully prepared.

Desired Outcomes

1. Reinforce NCPG's position as the leading national advocate for individuals and communities impacted by problem gambling, ensuring its role as the trusted authority on gambling-related harm.



2. Enhance NCPG's visibility and reputation as a neutral authority in the gambling space, advancing its leadership and credibility in problem gambling and responsible gambling practices.
3. Increase recognition of NCPG's key initiatives and programs aimed at reducing gambling harm, including but not limited to its advocacy efforts, public awareness campaigns, Agility Grants program, and the National Problem Gambling Helpline (1-800-GAMBLER).
4. Ensure consistent and sustained media coverage across national, regional, and trade outlets, highlighting NCPG's advocacy and thought leadership.

Proposal Submission Guidelines

Interested firms should submit a proposal that includes the following elements:

1. **Executive Summary:** A brief overview of the firm and its experience with public relations, specifically in the public health, nonprofit, or advocacy space.
2. **Approach and Methodology:** A strategy overview outlining how the firm will approach the objectives in the Scope of Work.
3. **Team Members:** A description of the team members who will be working on the account, including their relevant experience and qualifications.
4. **Relevant Case Studies or Examples:** Examples of previous work, particularly related to public health, advocacy, or similar campaigns that demonstrate the firm's ability to meet the objectives.
5. **Timeline:** A proposed timeline for achieving the outlined goals, including major milestones and deliverables.
6. **Budget:** An overview budget that includes a breakdown of costs associated with each section of the proposed services.
7. **References:** Contact information for at least two references from organizations with similar needs and scope of work.

Submissions to be provided via email (PDF format only): CaitH@NCPGambling.org.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Project Approach (30%)

- The proposal demonstrates an understanding of the project objectives and desired results
- The proposal illustrates an approach to the scope of work that will likely lead to successful results
- The proposal illustrates the contractor's ability to successfully execute the proposed approach
- The proposal adequately provides a general overview of project activities and milestones, or deliverables, associated with each section of the scope of work

Experience and Past Performance (30%)

- Demonstrated expertise as evidenced by professional certifications, accreditations, or industry recognition
- Quality of submitted work samples
- Past relevant experience and performance of similar projects

Qualifications (20%)

- The applicant has the qualifications necessary to successfully complete the scope of work
- The applicant has prior experience working on similar projects
- The applicant has prior experience working with similar organizations

Budget (20%)

- The proposal includes a general budget for the scope of work
- The proposed costs are reasonable

Contact Information

For any inquiries related to this RFP, please contact:

Cait Huble
Director of Communications
National Council on Problem Gambling (NCPG)
202-470-1815
CaitH@NCPGambling.org

Terms and Conditions**1. Rejection of Proposals**

NCPG reserves the right to reject any or all proposals in whole or in part, for any reason, at its sole discretion. NCPG also reserves the right to negotiate the terms and conditions with the selected agency.



2. **Costs Incurred in Proposal Preparation**

NCPG will not be responsible for any costs incurred by the proposing firm in the preparation, submission, or presentation of the proposal. All such costs will be borne by the proposing firm.

3. **Confidentiality Agreement**

The selected agency will be required to sign a confidentiality agreement. This agreement will ensure that any sensitive information shared between NCPG and the agency during the course of the project will be kept confidential and not disclosed to third parties without NCPG's written consent.

4. **Contract Duration and Renewal:**

The initial contract period will be for one year, with the possibility of renewal based on the agency's performance. NCPG will review the performance and effectiveness of the services provided before making any decisions regarding the contract renewal.

5. **Encouragement of Minority and Women-Owned Businesses:**

NCPG strongly encourages proposals from minority-owned, women-owned, and other diverse businesses. We are committed to promoting diversity, equity, and inclusion in all aspects of our work and believe in providing equal opportunities for all qualified firms to compete for this contract.

6. **Ownership of Work Products:**

All materials and work products produced by the selected agency as part of the contract will be the sole property of NCPG. This includes any intellectual property, documents, reports, media content, or other materials developed during the engagement.

7. **Amendments to the RFP:**

NCPG reserves the right to amend or modify this RFP at any time prior to the proposal submission deadline. If such amendments or modifications occur, all potential respondents will be notified and given an opportunity to adjust their proposals accordingly.

8. **Right to Negotiate Terms:**

NCPG reserves the right to negotiate the final terms of the agreement with the selected agency. This includes, but is not limited to, pricing, scope of work, deliverables, and timelines.

9. **Termination:**

NCPG reserves the right to terminate the contract at any time for reasons including, but not limited to, non-performance, failure to meet agreed-upon timelines, or a significant change in the scope of work.

10. **Compliance with Laws and Regulations:**

The selected agency must comply with all applicable federal, state, and local laws, regulations, and ordinances in carrying out the work outlined in the proposal.