



Direct Response Integrated Media Request for Qualifications (RFQ)

The Foundation's Development team requests qualifications from parties interested in providing contracted consulting services to support the development and implementation of an integrated media strategy to expand our outreach within the Foundation's Direct Response Fundraising program. This work will amplify our impact, working to acquire, grow, and retain donors within our program. Specifically, we are prioritizing expertise in broadcast, outdoor, connected TV/video, and digital. This initiative reflects our organization's commitment to innovation and maximizing our resources to fulfill our mission to inspire, empower, and connect people to change their world.

What is the mission of the Obama Foundation?

The Foundation's mission is to inspire, empower, and connect people to change their world. That mission begins at home, on the South Side of Chicago, where the Foundation is building the Obama Presidential Center in the heart of the historic Jackson Park. In addition to building the Obama Presidential Center, the Foundation currently has active programs all over the city of Chicago, country, and the world.

The Barack Obama Foundation is a nonprofit tax-exempt organization under 501(c)(3) of the Internal Revenue Code.

What will the scope include?

The Foundation seeks responses that will answer a set of detailed specifications that are included in our RFQ. Over the course of a three-month pilot, the Obama Foundation's Direct Response team will collaborate with an integrated media consultant to enhance our outreach and drive donations. We'll leverage their expertise across various channels to optimize messaging, engage our audiences, and boost support for our mission. Through close monitoring and feedback, we'll assess the consultant's impact, guiding decisions for a potential longer-term partnership.

What does the Obama Foundation expect of an Integrated Media consultant?

- Be a professional and committed partner to the Foundation.
- Offer diverse and local representation within a team that has expertise in the nonprofit sector and cultural institutions.
- Satisfy prescribed budget and schedule requirements.
- Provide best solutions for the Foundation's continued growth and success.

Questions?

Further questions about this RFQ can be directed to procurement@obama.org.

Please Note: *In order to receive this RFQ, you must sign a non-disclosure agreement, which can be found [here](#). Please be sure to select "Direct Response Integrated Media RFQ."*