

AIA San Diego – Public Relations Consultant

Request for Proposals

Overview

Founded in 1928, American Institute of Architects San Diego Chapter (AIASD) is a local component of the 151-year-old American Institute of Architects, headquartered in Washington, D.C.

The mission of AIA San Diego is to encourage, promote, advance and coordinate efforts to uphold the highest standards of the Architecture Profession in the community.

The AIASD is seeking a Public Relations Consultant to work in conjunction with the Board of Directors and the Staff to help promote its mission and its membership.

The PR Consultant will work in conjunction with AIASD Board of Directors and the Staff toward achieving the goals stated below and within the given budget.

Goals

A PR Consultant should help AIA San Diego address the following specific goals:

1. Communication: To work for increased understanding between architects, the building industry, public officials, media and other organizations.
2. Education: To raise the public's awareness of design and illustrate the value that architects bring to the built environment.
3. Public Policy: To demonstrate the value of architects by advocating for innovative design that improves the quality of the built environment. To position AIASD as a lead organization in guiding and implementing community-focused land use and development policies.

Budget

For the Fiscal Year 2008, AIASD has budgeted \$10,000 for PR Consulting services. This fee is intended to cover professional services only.

Proposal

Please outline the services your firm can provide for the given budget along with a brief statement describing your reasons and/or strategy for selecting these particular services. **Proposals are due by noon on Friday, June 20th at the AIASD office, 233 A Street, Suite 200, San Diego, CA 92101.** A committee will select and contact respondents for an interview, to be held the week of June 23rd through June 27th.

Questions on this RFP should be directed in writing to Linda Glaze, Public Awareness Commissioner c/o publicawareness@aiasandiego.org.