

**Request for Proposals
PR & Media Consultancy
16 May 2025**

International Planned Parenthood Federation

[The International Planned Parenthood Federation](#) (IPPF) is the world's largest global reproductive healthcare nonprofit and a leading advocate of sexual and reproductive health and rights (SRHR) for all. With a focus on vulnerable and marginalised people, IPPF is leading the fight to ensure all people have access to the services they need and desire. Founded more than 72 years ago as an act of international solidarity between a group of pioneering activists, today, IPPF is a broad and diverse Federation spanning 152 countries and includes 156 Member Associations (MAs) and Collaborative Partners. These national NGOs and CSOs, known as MAs, deliver quality health products and services, provide comprehensive sexual education information, and advocate for progressive laws and policies with intersectional issues like LGBTQ+ justice. IPPF's humanitarian relief programme also provides critical health commodities and services, including SGBV, in the wake of disasters and conflict zones.

IPPF's model and innovative programmes work at the intersection of rights, justice, and service delivery, reaching places and populations that other organisations don't and can't, making an immediate localised impact in nearly every country in the world. Our work aims to ensure that everyone everywhere can make choices about their sexuality, health, and well-being in a world free from discrimination, coercion, and violence. In 2023, IPPF and its MAs reached more than 71 million people worldwide, delivering a broad range of health products and services, like contraception and comprehensive safe abortion care.

Background & Scope

There has never been a more critical time for sexual and reproductive health and rights (SRHR) globally, and supporters and advocates play a critical role in advancing the mission of IPPF to push back against the tide of inequality.

As part of its strategic fundraising growth, IPPF seeks a PR & Media consultation to help elevate the external profile of IPPF, its Member Associations, and the voices across the Federation, in the US market in major media outlets and channels. In coordination with the fundraising and communications teams at IPPF, the consultant will:

- **Content Development:** conceptualise ideas, develop content, pitch, and garner direct placement of targeted media pieces in various major news outlets, NextGen-leaning publications, digital media, and more. Content may include informative pieces, op-eds, blogs, podcasts, and social media.
- **Media Relations Support:** assist IPPF with identifying relevant journalists and media outlets and help to build a core community of relationships, especially those that align directly with IPPF's mission and work.
- **Strategic Communication Planning & Reporting:** help to supplement IPPF's current communications strategy by developing a US-focused media plan and producing regular media reports.

- **Media Events:** plan and organise events like media roundtables
- **Digital Marketing and Campaign Collaboration:** Work with IPPF's digital marketing agency to support and amplify its brand/awareness campaigns.

Benchmarks for success will be co-developed but can be expected to include a set number of pitches and garnered placements per month, production of key events, and strengthening IPPF's overall US media workplan.

Project Timeline & Budget

The consultancy will be a 7-month engagement, June to December 2025. The project budget is open for discussion, but monthly retainer fees should not exceed \$12,500. Any costs associated with paid media spend will be allocated separately.

Application Process

To provide further details on this RFP, applicants may submit up to five questions via email prior to submission. Due to the potentially high volume of applications, we may be unable to respond to all enquiries. Following submissions, IPPF will invite shortlisted applicants to present their proposals to a review committee prior to selection.

All proposals should include a comprehensive outline of your approach, strategy, budget, team profiles, and timeline. Additionally, please include information about your relevant experience, capabilities, and any impact/case studies of previous work.

The deadline for submissions is 6 June 2025. All enquiries and materials should be sent to Bill Lane, Global Head of Individual Philanthropy, at blane@ippf.org. *No phone calls, please.*

Additional Notes:

- Consultants with experience in sexual and reproductive health and rights, advocacy, ethical storytelling, gender justice, and INGO experience are especially critical.
- Consultants with experience in audiences and markets outside the US (UK, CA, etc.) would be valuable.
- Additional sub-consultants necessary to deliver against this project can be considered.