

## America's Black Holocaust Grand Opening Local PR RFP

### Scope of Work

America's Black Holocaust Museum (ABHM) intends to open the doors to the new physical museum space in early 2022. In order to maximize the positive momentum and impact of the grand opening, ABHM wishes to engage a local public relations firm to ensure awareness of the museum and grand opening are as large as possible. ABHM is looking for an innovative Milwaukee firm to own the local/regional public relations for six months leading up to the grand opening. Working with the small, but inspired team at the museum, the PR firm should work with local and regional media to educate and inspire people to become members of the museum and visitors to plan their trips. ABHM is looking for a PR firm that will work closely with the team and take an innovative approach to securing as much media coverage focused around the grand re-opening of ABHM.

PR Firm will manage local and regional traditional and influencer media, as well as content creation for social media related to the grand opening. Social Media platforms currently are maintained by ABHM staff but ABHM is open to sharing management of social platforms or having proposing firm share content and having ABHM staff post to channels.

ABHM will be making adjustments to the current website, which has significant visitation but is primarily geared towards the education sector. ABHM would welcome insights to improving and enhancing the current website from a public relations and engagement standpoint.

PR Firm should plan on a six month scope of work.

### About ABHM

ABHM was founded in 1984 in a Milwaukee, WI storefront by Dr. James Cameron, the only known survivor of a lynching. In 1988, Cameron acquired a spacious free-standing building, where he expanded ABHM's exhibits and employed staff. The museum attracted many local, national and international visitors. Many took guided tours led by "griots" (docents) who interpreted the exhibits and promoted dialogue with and among visitors. Shortly after Dr. Cameron's death in 2008 the museum closed. Re-opening as a virtual museum in 2012 over 1 million visitors have experienced the education of ABHM which inspired leadership to re-open the physical museum space as a keystone of the Bronzeville neighborhood.

### Key Messages Include

Announcement of Grand Re-Opening - Intended to be announced in early September, it is recommended that the proposal includes recommendations on the suggested announcement and how to manage it.

Grand Re-Opening - Ongoing discussions with media bringing them in to see the new exhibits as well as taking the ABHM team to do interviews.

Programming - ABHM will have ongoing programming leading up to the grand opening as well as after the grand opening.

Membership - ABHM will launch a new membership program on or around September 1st, 2021 that will have many benefits including free admission and a sneak preview of the museum. This is the first membership program of the museum and will be a key revenue driver, experience pitching memberships will be seen as a true plus.

Sponsorship - ABHM will be bringing on sponsors of grand opening events and ongoing programming, building an awareness of these events and the companies making it possible.

### Targeted Media

Media targets should be focused on local and regional traditional, social and influencer media. As a part of the proposal firm should identify intended actions and activities to reach each of these groups and note any items that may incur additional fees.

Currently, ABHM is defining regional media by the Visit Milwaukee list of most common overnight trip markets to Milwaukee which are listed below.

1. Chicago, IL
2. Green Bay-Appleton, WI/MI
3. Madison, WI
4. Wausau-Rhineland, WI
5. Minneapolis-St. Paul, MN
6. Denver, CO
7. Grand Rapids-Kalamazoo, MI
8. La Crosse-Eau Claire, WI
9. Cleveland, OH

Other options/cities of interest would include:

1. Indianapolis, IN
2. St. Louis, MO
3. Detroit, MI
4. Kansas City, MO/KS
5. Cincinnati, OH
6. Louisville, KY
7. Columbus, OH

While the priority will be Milwaukee media and the local visitor, showing experience with regional media will be seen as a large plus.

## Goals

1. Increase in social media following, current following and goal numbers by grand opening are (social platforms are listed in order of prioritization):
  - a. Facebook (@abhmuseum)
    - i. Current - 6,440
    - ii. Goal by Grand Opening - 10,000
  - b. Instagram (@abhmuseum)
    - i. Current - 931
    - ii. Goal by Grand Opening - 2,500
  - c. Twitter (@abhmuseum)
    - i. Current - 654
    - ii. Goal by Grand Opening - 1,500
  - d. LinkedIn (America's Black Holocaust Museum)
    - i. Current - 91
    - ii. Goal by Grand Opening - 500
2. Significant media exposure leading up to the grand opening. ABHM will lean on experience of PR Firm to identify top publications of interest in various markets with the intent being to be seen through every major Milwaukee publication and as many regional publications as possible.
3. Lead PR effort for building of a membership program from 0 current members to the following goals:
  - a. 100 members by 10/15/2021
  - b. 250 members by 12/31/2021
  - c. 400 members by Grand Opening
4. Build PR energy that leads to successful grand opening including over 5,000 visitors in the first month and sustained visitation goals of 30,000+ visitors per year.

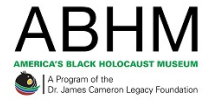
## Proposals should include

1. About your firm
2. Bios of the team that will work on the project
3. Proposal of approach
4. Why is your firm a good fit for ABHM's Grand Opening
5. Proposal of fees
6. 3-5 References (Ideally cultural institutions and grand openings)

## Response Submissions

Responses must be emailed (PDF) to Casey Jolley, Director of Project Management for NMBL Strategies and be received by the deadline indicated in this RFP. Please title the PDF with "RFP: ABHM Grand Opening PR Firm" and the name of your company.

Email Casey at [Casey@NMBLStrategies.com](mailto:Casey@NMBLStrategies.com)



## Timeline

Issue RFP - August 3rd, 2021  
Questions Due - August 9th, 2021  
Questions Answered - August 11th, 2021  
Proposals Due - August 20th, 2021  
Firm Selected - August 27th, 2021

## Other

ABHM team will short list the proposals and select a candidate to negotiate a final contract with.

Work would be intended to start September 1st, 2021.

It is the intent of ABHM to engage a firm to focus on the national public relations, however, sharing experience with pitching national media will be seen as a positive.

Upon award, ABHM will make current photography and videos available through shared cloud storage. There is not currently a significant amount of high resolution photography of the new exhibits. In addition, NMBL Strategies recently completed a strategic plan for ABHM, this will be made available as well for background and direction. Beyond the Strategic Plan, NMBL Strategies is completing the grand opening plans, membership plan and sponsorship package all of which will be done by August 30th, 2021 and will be made available to the team. Any other information requested by the selected team will be made available to the best of the ability of ABHM and NMBL Strategies.

## Point of Contact

Questions should be submitted to Casey Jolley at [Casey@nmbstrategies.com](mailto:Casey@nmbstrategies.com).  
[NMBL Strategies](http://www.nmbstrategies.com) has been engaged to lead ABHM through the Grand Opening process.