



OUT OF HAND

Request for Proposals (RFP): Strategic Marketing, Communications & Public Relations Services

Issued by: Out of Hand Theater (OoH)

RFP Title: Strategic Marketing, Communications, Public Relations, and Thought Leadership Partner

RFP Release Date: February 13, 2026

Primary Contact: Adria Kitchens, Activism Director, adria@outofhandtheater.com

1) Background

Out of Hand Theater (OoH) is seeking proposals from qualified marketing and public relations consultants/agencies to develop, implement, and execute strategic marketing and communications efforts across all media. OoH produces arts-based civic programs and collaborations that deepen community connection and activate meaningful dialogue.

Since 2001, Out of Hand has collaborated with dozens of community partners to produce programs that combine art to open hearts, information to open minds, and conversation to inspire action. Our programs include Equitable Dinners, Shows in Homes, Community Collaborations, Creative Kids, and the Community Impact Lab. All our programs are based on addressing Rev. Dr. Martin Luther King, Jr.'s triple evils of war, poverty, and racism, and they take place in homes, schools, businesses, houses of worship, public spaces, and online.

OoH is in a pivotal growth moment and is building toward national and international thought leadership in arts-driven community innovation. We have proven methodologies for community engagement and an innovative business model that is positioned to scale. This engagement will support earned-income marketing execution and strategic communications to strengthen institutional credibility, expand partnerships, and grow visibility.

Proposers may be solo consultants or small firms. Proposers should demonstrate capability in both marketing execution and strategic communications/earned media/thought leadership positioning, and must describe any additional production support (e.g., design, copywriting, email/campaign build support) that will be available to help deliver the work.



2) Purpose and Goals

OoH is requesting proposals for a strategic marketing and communications partner that can drive:

1. **Earned income marketing** to drive customer growth, retention, and revenue for:
 - Equitable Dinners
 - Shows in Homes
 - Equitable Dinners at Work
 - Other collaborations with partner organizations
2. **Strategic communications and thought partnership** to strengthen OoH's positioning as a leading authority in innovative, arts-based community engagement—supporting institutional relationships and long-term growth.

Primary goals include:

- **Increase earned income** through improved demand generation, conversion, retention, and partnership-driven sales
- Increase audience/customer growth and retention across priority programs
- Strengthen brand awareness and clarity of OoH messaging
- Expand reach and engagement across key communities and channels
- Ensure consistent internal and external messaging aligned with OoH's strategic plan
- Support development/fundraising goals through marketing assets and campaigns (as needed)
- Build visibility and credibility markers that support institutional partnerships and expansion

Target Audiences (for this engagement)

Primary (Earned Income Audiences):

- Community development practitioners and civic leaders (potential program purchasers/partners)
- Arts organization leadership and peer organizations (potential institutional buyers and partners)
-
- Businesses, employers, and organizations seeking facilitated dialogue and engagement (including Equitable Dinners at Work)
- Strategic partnership networks that can generate bookings and repeat engagements

Secondary (Institutional Credibility Audiences):

- National foundations and major donors
- Arts innovation funders and institutional grant makers



OUT OF HAND

- Policy makers and community development leaders (when engaged for credibility/field positioning rather than direct program purchase)
- Media and thought leadership platforms
- Academic institutions studying community engagement and arts administration

3) Scope of Work

The selected proposer will serve as OoH's strategic marketing and communications partner and will collaborate closely with OoH leadership and relevant staff.

A. Strategy & Planning

- Create and implement a comprehensive earned-income marketing and communications strategy aligned with organizational goals
- Develop clear messaging frameworks, offers, and campaign plans aligned with priority audiences and revenue objectives
- Establish measurable targets, reporting rhythms, and budget-aligned plans

B. Digital Marketing & Conversion Pathways Create, implement, and execute digital marketing strategies across priority channels (e.g., email, social, direct outreach, partnership marketing, and campaign landing pages as needed)

- Build and run campaigns designed to increase earned income for priority programs
- Develop conversion pathways and supporting assets (e.g., campaign landing pages or simple program pages where needed, email sequences, registration/ticketing journey, CTAs, follow-up flows)
- Create, implement, and execute all digital media strategies, including social media, weekly newsletter, and website, encompassing all programs and institutional marketing
- Establish performance tracking and reporting tied to revenue outcomes

C. Collateral & Creative Production

- Develop, create, and produce promotional collateral (print and digital) that supports earned income growth
- Create brand-consistent templates and materials that OoH staff can reuse (as appropriate)
- Develop institutional-facing materials that support partnership and program sales outreach (e.g., capability/overview deck, partnership one-pagers, program packages, sales sheets)
- Develop, design, and produce all program print and online collateral and materials, including flyers, ads, conversation guides, and playbills

D. Development & Fundraising Support (As Needed)



OUT OF HAND

- Provide marketing support for educational and community engagement activities and for development/fundraising efforts, as needed, which may include:
 - Creative Kids promotion
 - Sponsorship materials design and sales support
 - Annual giving campaigns

E. PR / Audience Growth Support (Earned income-aligned)

- Support visibility and audience growth efforts that contribute to earned income goals
- Develop pitch angles and outreach that support institutional buyers, partners, and program visibility
- Provide light media relations support as proposed (strategy and limited pitching; not a full PR retainer unless explicitly included)

F. Internal Alignment & Governance Support

- Work with senior staff to ensure consistency in external communications
- Support and participate in Board of Directors meetings and marketing committee meetings, as needed

G. Earned Income Growth Strategy & Implementation Proposals must include an approach to developing and implementing an earned-income marketing strategy that increases revenue for OoH's priority programs.

Required components and deliverables:

- Audience segmentation and offer positioning (what we are selling, to whom, and why)
- Go-to-market plan for priority earned-income products/programs
- A 90-day launch plan plus an ongoing campaign calendar
- Sales enablement and partnership materials (one-pagers, decks, outreach templates, follow-up scripts)
- Email marketing sequences tied to conversion (lead nurture, event conversion, post-event upsell, rebooking)
- Campaign creative toolkit (message framework, content themes, reusable templates)
- KPI dashboard and monthly reporting tied to revenue outcomes (leads, conversions, bookings, revenue by program)

Optional add-ons (proposer may include):

- Paid media management (media budget to be determined)
- CRM/email automation build-out and integrations



OUT OF HAND

4) Relationship, Cadence & Resourcing

The selected proposer will work in close partnership with OoH leadership to ensure consistent internal and external messaging and to manage budgets and targets consistent with the organization's strategic plan.

- **Day-to-day lead:** Artistic Director (Ariel Fristoe)
- **Executive alignment:** Activism Director (Adria Kitchens) and Artistic Director (Ariel Fristoe)

Proposers must define in their proposal:

- Recommended meeting cadence and communication rhythm
- Estimated hours per month (and how time will be allocated across strategy vs. implementation)
- Roles and responsibilities for each contributor (including any additional production support)
- How work will be prioritized and approved (workflow, timelines, review cycles)

5) Desired Qualifications

OoH is seeking a proposer with:

- Demonstrated experience leading earned-income marketing strategy and execution for mission-driven organizations (arts/culture experience preferred)
- Demonstrated experience in strategic communications, positioning, and earned media (preferred)
- Strong digital marketing capability (campaigns, email, conversion strategy; web rebuild not required)
- Brand storytelling and messaging expertise
- Ability to produce or manage high-quality creative collateral and sales enablement materials
- Strong project management, communication, and reporting discipline

6) Proposal Requirements (Simplified)

Please submit a proposal that includes the following sections:

1. Overview / Approach

A brief description of your approach to increasing earned income through marketing strategy and implementation for OoH's priority programs. Include your proposed meeting cadence and estimated hours per month.



OUT OF HAND

2. **Resume / Qualifications**

A resume (or team bio(s) if applicable) highlighting relevant experience in earned-income marketing, strategic communications, and institutional audiences.

3. **Work Sample(s)**

1–3 samples that demonstrate relevant work (e.g., earned-income campaign, partnership sales materials, email conversion sequence, positioning/messaging framework, reporting dashboard, or similar). Include a short note describing your role and outcomes.

4. **Budget Proposal**

A clear budget for the engagement that includes:

- Total cost and proposed term (e.g., 6 months, 9 months, 12 months)
- Estimated hours per month (including any production support)
- What is included vs. optional add-ons (e.g., paid media management, CRM/email automation build-out)

5. **References**

2–3 references from clients for similar work (earned income growth, marketing implementation, institutional partnerships, or mission-driven organizations).

7) **Budget Guidance**

OoH anticipates a total budget of **up to \$50,000** for this engagement. Proposers should recommend a scope, estimated hours per month, and meeting cadence that fit within this budget and prioritize **earned income growth**. Proposals may include optional add-ons (e.g., paid media management, CRM/email automation build-out) priced separately.

8) **Submission Instructions**

Proposals must be submitted using the link provided.

(Email submissions will not be accepted unless explicitly stated in the link instructions.)

[Submission Form](#)

Questions Due: February 18, 2026

Proposal Deadline: 5:00 PM (ET) on February 22, 2026

9) **Anticipated Timeline**



OUT OF HAND

- RFP released: February 12, 2026
- Questions due: **February 18, 2026**
- Proposals due: **5:00 PM (ET) on February 22, 2026**
- Shortlist interviews: **February 23–February 27, 2026**
- Selection & contracting: **By March 1, 2026**
- Estimated start date: **March 2, 2026**

10) Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated relevant experience and results (including earned-income growth)
- Quality and clarity of proposed approach and work plan
- Strength of revenue growth strategy, funnel design, and ability to increase earned income
- Strength of creative and digital campaign capabilities
- Measurement discipline and reporting approach
- Budget value and transparency
- Fit with OoH's mission, voice, and ways of working
- Clarity and feasibility of resourcing plan (including any additional production support)

11) Terms & Conditions

OoH reserves the right to:

- Reject any or all proposals
- Request additional information or interviews
- Modify the scope prior to final selection
- Negotiate final scope, deliverables, and pricing with the selected proposer

Frequently Asked Questions [linked here](#)