

PARTNERS FOR HOME

Request for Qualifications Communications Support

Partners for HOME
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INTRODUCTION

Partners for HOME (PfH), on behalf of the Atlanta Continuum of Care (CoC), releases this Request for Qualifications (RFQ) for a Communications Support Contractor to provide strategic communications, media relations, and mitigation management support. The selected Respondent can be either an individual or an organization meeting the requirements outlined in the scope of services. PfH is a nonprofit organization that serves as the Collaborative Applicant for the Atlanta CoC — a Housing and Urban Development (HUD) program that promotes community-wide commitment to the goal of ending homelessness and provides funding for efforts by nonprofit providers and state and local governments to quickly rehouse people impacted by homelessness. Its mission is to coordinate a comprehensive crisis response system to end homelessness in the City of Atlanta.

SUBMITTAL DEADLINE AND INQUIRIES

All responses to this RFQ must be submitted electronically by **5 p.m. on Monday, April 13, 2026**. **Responses after this time will not be considered.**

Responses must be in PDF format.

All questions regarding this RFQ must be submitted in writing and received no later than **5:00 p.m. on Thursday, April 9, 2026**. Responses to submitted questions will be shared with all respondents through the Partners for HOME website.

Please address the inquiries and responses to Jasmine Rockwell Heard, Associate Director of Grants Management, at grants@partnersforhome.org.

COST PROPOSAL

Respondents must provide a proposed lump-sum amount for the requested services. Final costs may be negotiated after the selected respondent is identified. If fee negotiations with the respondent deemed most qualified are unsuccessful, or if the proposed costs exceed available project funding, PfH reserves the right to suspend negotiations and proceed to other respondents.

Respondents must also provide a summary of the assumptions used to determine the proposed cost, including, but not limited to, staffing structure, anticipated hours, and any resources required from PfH.

SCOPE OF SERVICES

Partners for HOME (PfH) is seeking a qualified Respondent to provide strategic communications, media relations, and mitigation management support. The selected Respondent will work collaboratively with PfH to proactively communicate organizational impact and effectively manage sensitive or high-profile situations.



The scope of services will include, but is not limited to, the following:

1. Strategic Communications

- Develop and implement targeted communications strategies aligned with PfH priorities, initiatives, and key milestones.
- Support the development of clear, concise, and compelling messaging that communicates PfH's impact, including housing outcomes, program progress, and system-level achievements.
- Tailor messaging for diverse audiences, including community stakeholders, partners, and the general public.

2. Media Relations

- Develop and execute proactive media relations strategies to promote PfH initiatives, announcements, and milestones.
- Draft press materials, talking points, media statements, and other related content.
- Conduct media outreach to relevant local, regional, and national outlets.
- Provide media coaching and preparation for PfH spokespersons, as needed.

3. Mitigation Communications

- Provide strategic counsel and rapid-response communications support for sensitive, complex, or high-profile situations.
- Develop scenario planning documents to prepare for potential risks and emerging issues.
- Draft reactive communications, including holding statements, internal communications, and partner updates.
- Support coordination of communications across PfH and partner organizations during critical incidents.

4. Communications Tools and Resources

- Develop practical tools and frameworks to support consistent and effective communication, which may include:
 - Messaging frameworks
 - Partner communication guides
 - Scenario planning documents
- Create communications toolkits for recurring or high-impact situations (e.g., encampment closures, major initiatives).

5. Ongoing Support and Coordination

- Provide ongoing communications support on a monthly basis, with services prioritized based on PfH's needs.



- Participate in regular check-ins with PfH staff to review priorities, upcoming communications opportunities, and emerging issues.
- Provide ad hoc support, as needed, for time-sensitive communications or media engagement.

TERM

This is anticipated to be a one-year agreement with a projected start date of April 15, 2026.

APPLICATION

The application narrative should not exceed four pages, single-spaced, with one-inch margins and an 11-point or 12-point font.

The narrative should address the following (be specific):

- Summarize your expertise and ability to meet the requirements outlined within this RFQ's Scope of Services.

In addition to the narrative, Respondents must submit:

- A separate cost proposal in PDF format based on the Scope of Services. The budget may be submitted in spreadsheet format. A brief budget narrative (not to exceed one page) may accompany the cost proposal and is not included in the four-page narrative limit.

EVALUATION METRICS

PfH will convene an evaluation committee to evaluate each proposal submitted by a Respondent. At the discretion of PfH, follow-up interviews may be conducted with the highest-ranking Respondents prior to the evaluation committee making a final selection.

TIMELINE AND DELIVERABLES

PfH will ensure that the selected Respondent has access to all necessary files, reports and personnel required to complete the Scope of Services. The following is an approximate project schedule, subject to modification:

Date	Action Required
03/30/2026	Release of RFQ
04/09/2026	Inquiries/questions due
As received	Responses to respondents' inquiries posted on PfH website
04/13/2026	RFQ Responses Due
Week of 04/13/2026	Response review process
04/14/2026	Interviews with selected respondents* <i>if needed</i>
Week of 04/15/2026	Respondent selected



SELECTION PROCESS

Once the responses are reviewed, a shortlist will be compiled by PfH. Interviews may be conducted with the Respondent(s) determined to be the most qualified, and additional information may be required at that time. Negotiations will begin with the Respondent(s) selected to be the most suitable.

Selected Respondent(s) must be prepared to enter negotiations for services outlined in this RFQ.

EVALUATION & ACCEPTANCE OF STATEMENT OF QUALIFICATIONS

PfH reserves the right to reject any and all responses, to amend the Request for Qualifications and the process itself, or to discontinue the process at any time.

TERMS AND CONDITIONS

All proposals and supporting materials as well as correspondence relating to this RFQ become property of PfH when received. Any proprietary information contained in the Response should be so indicated. However, a general indication that the entire contents, or a major portion, of the proposal is proprietary will not be honored.

A. All applicable State of Georgia and federal laws, City and County ordinances, licenses, and regulations of all agencies having jurisdiction shall apply to the Respondent and project throughout and are incorporated herein. The contract with the selected Respondent, and all questions concerning the execution, validity or invalidity, capability of the parties, and the performance of the contract, shall be interpreted in all respects in accordance with the laws of the State of Georgia.

B. Professionals requiring special licenses must be licensed in the State of Georgia, and shall be responsible for those portions of the work as may be required by law.

C. Sub-Respondents as part of the Project team must be clearly identified in the Response, including roles, resumes of key personnel, and project references.

D. No Response shall be accepted from, and no contract will be awarded to, any person, Respondent, or corporation that (i) is in arrears to PfH, Invest Atlanta, or the City with respect to any debt, (ii) is in default with respect to any obligation to PfH, Invest Atlanta, or the City, or (iii) is deemed irresponsible or unreliable by PfH. If requested, the Respondent shall be required to submit satisfactory evidence that they have the necessary financial resources to provide the proposed services.

E. From the date PfH receives a Respondent's proposal through the date a contract is awarded

to a Respondent(s), no Respondent may make substitutions, deletions, additions or other changes in the configuration of Respondent's proposal or members of Respondent's team.

Partners for HOME does not discriminate based on race, color, religion, gender, sexual orientation, national origin, age, or disabilities in hiring practices or service provision.