



TPX Inflection Point - Request for Proposal (RFP):

Tipping Point Communications is excited to announce an opportunity for non-profit organizations in the Buffalo, Rochester, or Syracuse, NY DMAs with annual revenues under \$1 million to apply for up to \$10,000 in marketing services in 2025. Services can include a corporate video, crisis communications planning, design, media planning, public relations or social media support.

By championing organizations at their “tipping point,” we can channel our creativity to help them reach the critical moment when a little push creates transformative change.

To apply, the organization must meet eligibility requirements, submit required information, and follow the instructions.

- **Deadline for Questions is January 20, 2025.**
- **Deadline is 9pm on January 31, 2025.**
- **Award announced on February 14, 2025.**

1. Eligibility

- Must be a 501(c)(3) non-profit organization.
- Based in the Buffalo, Rochester, or Syracuse, NY DMAs.
- Annual revenue under \$1 million.

2. Submission Requirements

We encourage you to showcase your organization’s passion, potential for growth, and regional impact. We look forward to reviewing your submission!

Applicants must provide the following:

- a) **300-Word Essay:** Describe your organization’s mission, community/people served, and a detailed, rank order of the marketing services requested.

- b) **Contact Information:** Include names, phone numbers, and email addresses for the following individuals:
- Executive Director
 - Board Chair
 - Person submitting the application (if different).
- c) **Supporting Documents**
- Letter of Interest to Michelle Ashby, CEO of Tipping Point
 - A copy of your most current annual report.
 - Current logo in .jpg format.
 - Organizational chart.
- d) **Web and Mailing Addresses:** Provide both your website URL and physical mailing address.

3. Submission Instructions

All applications must be submitted via email to **hello@tippingpointcomm.com** by **9pm January 31, 2025**. Response should be in a Word document (PDF) with the annual report and org chart as separate attachments in the same email. NOTE: Main-in or hand-delivered entries must be received by 4pm at the Rochester address on January 31, 2025.

RFP Contact

Michelle Ashby, Founder & CEO

Tipping Point Communications

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