



# Community Legal Services of Mid-Florida's Branding, Marketing and Awareness Project

**Fall 2016**

## **PROJECT OVERVIEW**

Community Legal Services of Mid-Florida (CLSMF) seeks a professional marketing and public relations agency with the expertise and experience to develop and implement a brand strategy that incorporates an effective promotion, communication and awareness plan. The agency will be expected to conduct market research to determine a sound brand approach that fits CLSMF's mission and vision. The communications and marketing elements will clearly identify what messages will best engage primary audiences and which mediums or tools should be used to effectively reach them. The end result of this process should also promote greater cohesion among staff and board, and enhance staff and board members' ability to consistently and accurately explain the organization's mission.

The agency will work with CLSMF board members, Executive Leadership Team, and non-management staff during this project. Certain decisions (such as new name and tagline) will ultimately be made by the full Board of Directors.

The project is expected to begin in the last quarter of 2016 and be completed by the end of December 2017. Should a name change be decided upon, it should fully take effect no later than January 2018.

## **ORGANIZATIONAL BACKGROUND/OVERVIEW**

Community Legal Services of Mid-Florida is a nonprofit law firm serving 12 counties in Central Florida: Brevard, Citrus, Flagler, Hernando, Lake, Marion, Orange, Osceola, Putnam, Seminole, Sumter and Volusia. As the primary provider of free legal aid for low to moderate income residents in the region, we help people obtain the basic necessities of life: food, shelter, health care, safety and education.

Since 1966, we have been striving to increase access to the justice system for those who have nowhere else to turn. Today, CLSMF has approximately 90 lawyers, advocates and support staff who work in 9 offices throughout the region.

## MISSION AND VISION

CLSMF's mission is: To provide access to justice through high-quality legal assistance to low-income persons.

The goal of the organization is to educate the community about civil legal issues so that they can make informed decisions to avoid problematic situations. In addition, they will learn how to anticipate legal issues so they are able to reach out for help in time to circumvent a crisis situation.

Our vision is to increase access to justice to people living in poverty by leveraging technology, innovation and mobility to expand the reach and impact of legal aid. CLSMF strives to be a cohesive regional law firm with the capacity to engage in high-impact litigation for the benefit of low-income persons, minorities, veterans, and the elderly in Central Florida.

Internally we are working toward:

- Becoming statewide leaders in the delivery of legal services
- Serving as experts in our fields of practice
- Serving our communities holistically
- Using mobility with technology to serve more clients more efficiently
- Becoming financially self-sustaining
- Being creative leaders from litigation to funding
- Being a fun place to work

## CURRENT SITUATION

Nearly 18 months ago, CLSMF transitioned to new leadership, a change which has resonated in all aspects of the organization. After 40 years under the same management structure, the new direction the organization is taking is a welcome change to many stakeholders. The Executive Leadership Team is in the process of developing a 5-year strategic plan which, on the marketing and development side, will place a heavy emphasis on overcoming the anonymity the organization faces.

Although the firm underwent a rebranding effort in 2013 resulting in a new logo, print materials and website design, we feel it is time to take another look at ourselves and address a long-time concern -- lack of awareness. One of the potential obstacles is the firm's lengthy, generic and vague name which is currently used. The acronym is also a mouthful that makes it difficult to remember. For this reason, and because the outlook of the current legal aid environment points to the potential to expand our reach in the region, the Board of Directors and the Executive Leadership Team agreed to explore the option of changing the organization's name. For this we will rely on the expertise of the contracted professionals who will engage in market research to determine if we should proceed with this change and, if so, to suggest naming options that would resonate with our constituent base.

The awareness strategy we seek will provide proven marketing and communications techniques that we can readily implement with our in-house resources. This strategy will include new messages that will appeal to our target audiences, attract major donors, increase our visibility in the community and create loyal supporters.

## **PROJECT SCOPE AND DELIVERABLES**

The goal of this project is to determine the basis for a name change and rebranding effort and to create a solid strategy to boost awareness through marketing and communication techniques.

The agency is expected to:

- Conduct research of our primary internal and external audiences to determine current perception of our brand.
- Produce a findings summary based on market research and provide suggestions on whether or not to pursue a new name.
- Lead the development of a new name for the organization, if applicable.
- Develop tagline and key messaging.
- Develop a brand strategy that specifies the organization's primary audiences, brand values, personality, value proposition, brand positioning and brand promise.
- Establish new visual identity logo files saved in EPS format and create a visual identity standards manual or brand book that governs the use of the identity.
- Train staff and Board on the use of the brand and the messages
- Develop print collateral and templates including flyers, brochures, letterhead, business cards, PowerPoint template, annual report and case for support.
- Design website to match new brand. (Website must be an easily-managed in-house responsive site.)
- Provide guidance on the brand launch based on the organization's resources.
- Work with CLSMF development staff to ensure synchronization of communication, marketing and development efforts

## **PROPOSED TIMELINE**

The timeline for this project is flexible. If a rebranding and name change is pursued, the goal is to complete the project by January 2018. The planning, election and implementation of all subsequent branding collateral must be complete by that time.

## **BUDGET**

The budget is set between \$35,000-\$40,000 which should include all aspects of the planning and implementation. We ask that the interested company for this project provide options that detail cost for each individual task/item which would need to be completed. This would provide flexibility for the organization to determine how much to take on during the project and if we could reasonably increase the set budget to incorporate necessary elements for branding and awareness.

## PROPOSAL REQUIREMENTS

### Firm Information

- Provide agency's name, address, URL, telephone and fax numbers. Include name, title and e-mail address of the individual who will serve as agency's primary contact. Include a brief description and history of your firm.

### Project Approach

- Please explain your project approach, style and process.

### Experience

- Proposals should include a list of projects the agency has completed that are similar in scale to the proposed project. Please include at least one in-depth case study that includes a limited number of creative samples. Where possible, highlight work for analogous organizations.

### Schedule and Timeline

- Proposals should include the proposed work schedule, timeline, and deliverables resulting from each task outlined in the section on Project Scope and Deliverables.
- The contract is expected to begin November/December 2016 and should be completed by January 2018.

### Cost

- Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the schedule/timeline. Please indicate items that are not included in the consultation fee, but are likely charges to be incurred by CSLMF to complete this process.

## DEADLINE

Proposals must be submitted via email to [kimerlys@clsmf.org](mailto:kimerlys@clsmf.org) by 5:00 p.m. (EST) on October 31, 2016.

## SUBMIT TO / CONTACT

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