



LEGAL SERVICES CORPORATION
REQUEST FOR PROPOSALS:
STRATEGIC COMMUNICATIONS CONSULTANT TO
ADVISE LSC ON CREATING A BUSINESS COMMUNITY
AWARENESS CAMPAIGN

OPEN: MAY 11, 2018
CLOSE: JUNE 12, 2018

BACKGROUND

The Legal Services Corporation (LSC) is an independent nonprofit established by Congress in 1974 to fund civil legal aid for low-income Americans. LSC promotes equal access to justice by funding 133 independent non-profit legal aid programs in every state, the District of Columbia, and U.S. Territories. LSC grantees serve hundreds of thousands of low-income individuals, children, families, seniors, and veterans through 813 offices. LSC receives an annual appropriation from Congress for its grant-making activities.

To accomplish its mission, LSC promotes public awareness of the importance of providing equal access to our justice system for low-income Americans and of the vital role civil legal aid plays in ensuring fairness in our justice system. As part of its public awareness efforts, LSC has created a Leaders Council of high-profile and influential leaders from various industries (<https://www.lsc.gov/about-lsc/leaders-council>) to help spread the message about the importance of civil legal aid.

Over the past two years, LSC, with assistance from the Leaders Council, has reached out to the business community. For example, LSC has held several congressional briefings and forums in which business leaders have explained the importance of civil legal aid to American businesses, which depend on a justice system that provides meaningful access to consumers, employees, and employers to enforce their legal rights and that promotes the rule of law.

Building on this work, and using only privately donated funds, LSC now seeks to create a multi-media campaign aimed at the business community to:

- Raise awareness of the necessity of civil legal aid
- Highlight how civil legal aid benefits, and is crucial to, the business community
- Increase support for civil legal aid within the business community
- Combat common misconceptions about the civil justice system, such as the assumption that a lawyer is guaranteed for people who cannot afford to pay for legal assistance in civil matters.

RFP OVERVIEW

LSC seeks a public relations and strategic communications consultant to advise it in securing a communications firm to develop a multi-media campaign directed toward the business community to achieve the objectives outlined above. The successful candidate will have experience in targeted multi-media campaigns and will advise LSC management on such a campaign aimed at the business community and how to evaluate communications firms best qualified to carry it out.

LSC anticipates that the campaign will include a combination of print (magazine/newspaper), online (social media campaign) and television placements, targeting media outlets viewed by the business community. It will also involve ad placement and other paid media. The campaign should also feature a diverse group of prominent business figures showing their support for legal aid.

TASKS AND DELIVERABLES

The successful candidate will be expected to work closely with LSC's management and communications team to develop a strategy for most effectively reaching out to qualified firms and for composing an effective RFP.

The successful candidate will provide expert advice on selecting and soliciting qualified communications firms that can create a multi-media campaign with the following components:

- Marketing and public relations campaign development
- Content development and design of written materials
- Social media advertising
- Television advertisement/PSA development and production
- Developing and placing ads and other paid media
- Influencer marketing
- Baseline assessment of LSC's past and current outreach to the business community
- Goal setting and measures of success
- Strategies to leverage LSC's current assets, including website, blogs, and partners

The successful candidate will also advise LSC management on any other components that should be included in this campaign, provide a realistic cost

estimate for the overall project, and recommend a set of metrics to measure the campaign's success.

ESTIMATED CONTRACT TERM

LSC anticipates that this project will begin in June 2018 and last two months.

RFP SCHEDULE

DATE	EVENT
May 11, 2018	RFP issued
May 23, 2018	Deadline to submit RFP questions
June 1, 2018	LSC responds to RFP questions
June 12, 2018	Deadline to submit RFP proposal
June 13-20, 2018	Evaluation of proposals
June 21, 2018	Notification to successful candidate of preliminary selection and contract negotiation

PROPOSAL SUBMISSION REQUIREMENTS

All proposals must be 15 pages or less (not including resumes and samples of comparable work), concise, well-organized, and demonstrate how your proposed services, approach and methodology, qualifications, experience, and terms meet or exceed LSC's requirements. All proposals must also contain the following:

Applicant Information

- Candidate's name, address, telephone number, email, and website.
- Firm overview, including a brief history, mission, number of employees, and number of years in operation.
- Candidate's RFP point-person. Please include title, phone number, and email address.

Staffing

- Identities of the proposed project consultant/team, including staff qualifications, resumes, and roles and responsibilities of team members.

Project Understanding & Proposed Scope of Work

- Describe how your proposed project consultant/team will meet the stated objectives of the RFP.
- Outline your vision for achieving the goals and objectives of this multi-media campaign, including specific concepts, tactics, and production ideas.

Timeline and Budget

- Project two-month timeline for the project.
- Project budget, including estimated expenses, subcontracts, travel, salary, etc.

Experience and Outcomes

- Your experience working on public awareness campaigns, particularly those involving social justice issues and/or campaigns tailored toward the business community, and their outcomes.
- Your experience soliciting qualified communications firms that can create multi-media campaigns.
- Your experience advising clients on vendor selection and drafting requests for proposals.

Samples

- Candidates may be asked to submit sample work product upon request.

References

- Provide three (3) recent references for which you have performed similar work. Indicate the company's name, a brief description of the services provided, and the name, title, telephone number and email address of a reference who is knowledgeable about your work and who may be contacted by proposal evaluators.

RFP RELATED QUESTIONS

Please submit questions relating to this RFP by email to Helen Gerostathos Guyton, Assistant General Counsel, at guytonh@lsc.gov **no later than 5:30 pm EST, on May 23, 2018**. Answers to all questions submitted will be posted in the FAQ section, below.

PROPOSAL DEADLINES AND MODE OF DELIVERY

All proposals must be received by LSC **no later than 5:30 P.M., EST, on June 12, 2018**. Proposals must be in electronic format (PDF or MS Word).

Email proposals to:

Helen Gerostathos Guyton
Assistant General Counsel
Legal Services Corporation
Email: guytonh@lsc.gov

Email CC: Nadia Elguindy, Director of Institutional Advancement,
elguindyn@lsc.gov

You are solely responsible for ensuring that your proposal is delivered on time. Late proposals may be accepted in LSC's sole discretion. You must bear all costs incurred in preparing your proposal; contract awards will not cover proposal costs.

PROPOSAL EVALUATION CRITERIA

The contract will be awarded to the vendor who provides the **best value** – the most advantageous balance of price, quality, and performance – to LSC. Proposals will be evaluated based on the following criteria:

Price

- The reasonableness of the price for the service being provided.
- Whether the price is realistic (especially if it is an estimate), reflects a clear understanding of LSC's need, and is consistent with other parts of the proposal.
- Cost by labor category (if a times and materials contract).
- The cost of incidental expenses, including taxes and service fees, administrative costs, production costs, subcontracts, travel and transportation costs.

Quality

- Qualifications and experience of proposed staff
- Technical expertise
- Project plan and approach

Performance

- Timeliness of deliverables
- Capacity
- Understanding of and ability to meet LSC's needs
- Responsiveness to LSC
- Professionalism

Reputation for excellence in price, performance, and quality

Willingness to accept LSC's terms (DC venue and governing law, no limitation on liability, no binding arbitration, indemnification, and estimated cost, but not to exceed clause.)

LSC's RIGHTS

LSC reserves the right to:

- Accept or reject any or all proposals, or any part thereof;
- Waive any informalities or technicalities contained in any proposal received;
- Conduct discussions with candidates and accept revisions of proposals after the closing date;
- Make an award based upon various selection criteria;
- Request clarification from any candidate on any or all aspects of its proposals;
- Cancel or re-issue this RFP at any time;
- Retain all proposals submitted in response to this RFP;
- Invite some, all, or none of the candidates for interviews, demonstrations, presentations and further discussion.

CONFIDENTIALITY

During the RFP process, you may be given access to LSC's confidential or proprietary information. You agree not to use this information for your or any third-party's benefit, and will not disclose this information to any person who does not have a need to know.

FREEDOM OF INFORMATION ACT

The Freedom of Information Act (FOIA) and associated LSC regulations may require LSC to disclose certain documents to the public, including portions of your proposal. Generally, LSC will not release any documents that would cause you competitive harm. You are encouraged, however, to label any confidential information contained in your proposal to facilitate LSC's LSC's ability to withhold it from disclosure.