



**Request for Proposal (RFP)  
Public Relations/Marketing**

**Broward Partnership for the Homeless  
920 NW 7<sup>th</sup> Avenue  
Fort Lauderdale, FL 33311**

**August 2022**



## **Proposal Guidelines**

Broward Partnership for the Homeless, Inc. (BP) is soliciting written proposals from qualified individuals and/or firms to engage in a contractual arrangement for public relations/marketing services. For the purposes of this document, the term "Proposer" means an agency acting on its own behalf and those individuals, partnerships, firms, or corporations comprising the proposal team. The term "proposal" means the complete response of the Request for Proposal ("RFP"), including properly completed forms and supporting documentation. After the award, the successful Proposer will be referred to as the "Contractor."

BP will select the individual or firm which, in its judgment, best meets the needs of BP. BP reserves the right to reject any or all proposals or to waive any non-material irregularities and technicalities. BP anticipates awarding one contract but reserves the right to award more than one contract if in its best interest. If BP selects a proposal, BP will provide a written notice of the award.

The Proposer understands that neither this RFP nor the notice of award constitutes an agreement or a contract with the Proposer. A contract or agreement is not binding until a written contract or agreement has been executed by both BP and the successful Proposer.

### **The Mission of Broward Partnership:**

*The Broward Partnership is committed to reducing homelessness by promoting independence and self-worth through advocacy, housing and comprehensive services.*

### **The Vision of Broward Partnership:**

*Safe and stable housing for all.*

### **What services are provided by the Broward Partnership:**

The Partnership is the largest comprehensive homeless services provider in Broward County. The agency operates the Central Homeless Assistance Center (CHAC) in Fort Lauderdale and the North Homeless Assistance Center (NHAC) in Pompano Beach providing street outreach, 498 beds of emergency shelter, 139 units of scattered-site permanent housing interventions in Broward County, and a complete array of health and social services for men, women and families with children experiencing homelessness. A full complement of stabilization services includes case management, nutritious meals, child care, medical and dental care, mental health and substance abuse treatment, counseling and/or education, housing navigation, vocational training, and employment services needed to establish self-sufficiency and housing stability.

BP's targeted approach to reducing homelessness is a result of its reliance on strategic planning guided by influential community leaders that compose its Board of Directors, and evidence-based practices, including a Housing First model of care, to inform and direct its efforts. The homeless assistance centers operate as low barrier shelters, designed to screen clients in rather than screening them out, which ultimately increases access to shelter for some of the hardest to reach of the homeless population. The Partnership has won best practices awards from the Florida Department of Children & Families and the U.S. Department of Housing & Urban Development. In August 2021, the Partnership began construction of Seven on Seventh, a 72-unit mixed use affordable housing development on the CHAC campus that will serve low-income and formerly homeless individuals and families. Completion is expected in January 2023.

## **Purpose and Objectives**

The public relations/marketing program aims to create an effective awareness campaign for BP. The express focus of the campaign is to increase financial support from corporations, private foundations and individuals.

In order to achieve our objectives, BP will appeal to donors to identify themselves with our mission by persuasive, appealing messages through a variety of digital media, social media, events, emails, campus tours and other communications media, targeting individual donors, organizations, and philanthropies. Donor appeals will also take advantage of seasonal and opportunistic giving.

## **Objectives:**

- 1. Increase Awareness:**
  - a. Emphases on the following:
    - i. Seven on Seventh
      1. Naming campaign
    - ii. BP's Mission
      1. Programs and Services
      2. Feel-good impact stories
    - iii. Fundraising activities
      1. Events
      2. Appeals /Drives
- 2. Increase social media followers by platform:**
  - a. Facebook
  - b. Instagram
  - c. LinkedIn
  - d. Twitter
- 3. Increase website traffic:**
  - a. Improve search engine optimization (SEO) rate
  - b. Increase website click-through rates (CTR)
- 4. Assist in the development of engaging content:**
  - a. Website updates
  - b. Social media content, press releases, op-eds, other media pieces
- 5. Enhance working relationships with local media outlets (TV, Radio, Web and Print):**
  - a. Introduce the Partnership to local reporters, writers, and other media representatives
  - b. Invite reporters and other media representatives for tours and to BPHI signature events
  - c. Increase the number of feel-good impact story pitches to the media.
- 6. Enhance email marketing:**
  - a. Increase email open rate
  - b. Increase email CTR

**Scope of Work:**

<b>Requirement</b>	<b>Detail</b>
Web Development	Website updates/ in coordination with staff
Copy Writing	Op-eds, mass emails/electronic Newsletters, social media/website content, media pieces
Crisis Communication	Plan development and responsiveness
External Communications	Increase awareness for mass emails/newsletters, donor appeals, media pieces, campaigns and other collateral materials
Events and other Campaigns	Assist in the development of branded marketing materials and campaign for signature events and other campaigns (pre, during & post-event)
Media Relations	Engage and manage relationships with media outlets
Social Media	Assist in the cultivation of a stronger presence on social media (Facebook, Twitter, Instagram, and LinkedIn),

**Target Audience:**

- Corporations
- Private Foundations
- High-Net-Worth Individuals
- Total market with specialization in Gen X and Z

**Timeline:**

<b>Activity</b>	<b>Timeline</b>
Solicitation Date	August 15, 2022
Deadline to Submit Questions	August 25, 2022
Response to Questions Posted	September 2, 2022
RFP Responses Due	September 15, 2022
Personal Interviews	September 19-23, 2022
Execution of Agreement	October 3, 2022
Contract Effective Date	October 10, 2022

**Inquiries**

Proposers may email inquiries for interpretation of this RFP to [bids@bphi.org](mailto:bids@bphi.org) until 5:00pm on August 25, 2022 using the subject line “Public Relations/ Marketing Services RFP.” BP will not respond to inquiries submitted after the deadline.

BP will record its responses to inquiries and any supplemental instructions in the form of a written addendum. If addenda are issued, a link will be posted to [www.bphi.org/current-rfps-or-rfqs/](http://www.bphi.org/current-rfps-or-rfqs/) by 5:00pm on September 2, 2022. It is the sole responsibility of the Proposer to remain informed as to any changes to the RFP.

### **Submitting Proposals**

This solicitation is open to the general marketplace. Proposers must supply the information requested below and submit one (1) electronic copy of the final proposal to [bids@bphi.org](mailto:bids@bphi.org), with “Response to Public Relations/ Marketing Services”. A hard copy can be sent to BP via USPS priority mail or courier service. The proposal documents should be submitted in Microsoft Word, Microsoft Excel, or Adobe PDF format, although one consolidated PDF document is preferred. It is the responsibility of the Proposer to assure the information submitted is accurate and consistent. If there is a discrepancy, the information provided in the written response shall govern.

### **Evaluation Criteria:**

In order to ensure a uniform review process and to obtain the maximum degree of comparability, proposals must be organized in the manner specified herein. Proposals should include the following:

**Letter of transmittal**, which summarizes in a brief and concise manner, the Proposer’s understanding of the scope of work and makes a positive commitment to provide its services on behalf of BP. The letter must name all of the persons authorized to make representations for or on behalf of the Proposer, and must include their titles, addresses, and telephone numbers. An official authorized to negotiate and execute a contract on behalf of the Proposer must sign the letter of transmittal.

**Title page**, which shows the name of the Proposer’s agency/firm, address, telephone number, name of contact person, the date, and the Project name “Public Relations/ Marketing Services Proposal”

- **Table of contents** that includes a clear identification of the material by section and page number
- **Proposal narrative** that addresses the following:
  - Proposer’s response for each of the elements listed in the Objectives and Scope of Services
  - Fee proposal, which details and justifies the cost of all goods and services to be provided
  - Contact information (telephone and email) for at least three (3) references where similar work is performed, including the name of the organization, name and title of the main point of contact, and a brief description of the scope of work (Exemptions will be made for qualified individuals)
  - If the Proposer is a company or corporation, please provide documentation indicating that the Proposer is authorized to do business in the State of Florida
  - Résumés for all primary individuals identified in the proposal that demonstrate training, experience, qualifications, and authority
- **Agency Overview** that addresses the following:
  - Primary markets served
  - Marketing services offered
  - List of current clients
  - List of past clients
  - Any awards won over the past 3 year
  - Identify areas of unique expertise

*Qualified individuals can provide this information in a resume*
- **Estimated Budget or Fee:** Provide a monthly fee of the costs associated with the full program.



The narrative should be typed on letter-sized paper (8-1/2" x 11"), using a standard 11-point or 12-point Times font, single-spaced, with 1-inch margins (top, bottom, and sides). Pages should be numbered in a logical, consistent fashion. Any exhibits, attachments, charts, tables, photos, maps, diagrams, or other resource materials that support the information provided in the narrative may be referenced within the narrative and should be presented at the end of the narrative and logically numbered for reference. Illegible replies will not be evaluated. BP reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities and to solicit and re-advertise for other proposals. Incomplete or non-responsive proposals may be rejected by BP as non-responsive or irregular. All information required by this RFP must be supplied in order to constitute a complete and competitive proposal.