

**Request for Proposals (RFP) – Marketing/Public Relations Services
Questions and Answers
September 2, 2022**

The following questions were received:

- Q1. What is the anticipated launch date of the campaign?
A1. October 15, 2022.
- Q2. Is there a fundraising goal?
A2. There is fiscal year (October – September) fundraising goal for the organization that marketing/public relation services will support.
- Q3. Is there a budget for Public Relations/ Marketing Services?
A3. Yes- marketing and public relations services will be as needed. The selected contractor will work with key staff, and committee and board members on all marketing and public relations activities.
- Q4. Understanding that completion of Seven on Seventh is expected I January 2023, how long do you anticipate the Public Relations/ Marketing Services contract will continue?
A4. At minimum for the fiscal year (October 1, 2022 - September 30, 2023)
- Q5. Does BPHI have clients who represent low-income and formerly homeless whose pictures may be included in the marketing campaign?
A5. Yes.
- Q6. What is the single greatest challenge facing BP?
A6. Public perception and understanding of homelessness in our community and Broward Partnership's role in the efforts to reduce homelessness.
- Q7. Has BP ever had outside PR counsel in the past?
A7. Yes

Q8. What is the most important factor the proposer must have?

A8. Comprehensive depth of Broward Partnership's needs and an understanding of the community.

Q9. What will success look like over a three-year period?

A9. Increases in volunteers and donors for Broward Partnership. And increased community awareness of Broward Partnership's role in reducing homelessness in our community.

Q10. You provided the scope of services, but not the scale of the scope. Please provide more context on budget parameters. In addition, what is your budget for paid media efforts (social, digital, print ads, etc.)?

A10. There is a budget for marketing and public relations services, the extent of services needed will be negotiated with the contractor.