

# Request for Proposals:

## Florida Justice Technology Center - Marketing RFP

### Introduction

Florida Justice Technology Center (“FJTC”) is a statewide nonprofit dedicated to increasing access to justice through the innovative use of technology.

FJTC currently administers FloridaLawHelp.org which provides legal education and legal aid referral information to the public. All the information is written in plain language and offers do-it-yourself options as well as referrals to free legal assistance programs, pro bono programs, and low cost or low-bono programs.

### Purpose and Scope of RFP

FJTC is seeking proposals from qualified individuals or firms to assist in the development and implementation of a marketing and advertising campaign to promote a redesigned FloridaLawHelp.org. We seek an individual or firm with extensive experience working with new non-profits preferably in the legal services space. You should be prepared to work with FJTC’s executive Director, Digital Officer, Legal Content Manager, and other FJTC contractors to build and implement a marketing plan prior to and after the launch of the new website currently scheduled for August 1, 2017.

The successful applicant will:

- Identify community organizations to target marketing campaign
- Collaborate with legal services organizations and other relevant organizations and nonprofits for outreach
- Provide a print outreach plan and materials to those organizations identified
- develop and implement an online and social media strategy using FJTC and FloridaLawHelp.org’s existing social media (Twitter, Facebook), websites, online newsletters and email.
- Apply for and adopt a plan to use Google Ad words for non-profits
- Provide additional SEO opportunities

## Scope of Work

Print Material - Develop content and design for print materials promoting new website (ex. print ad, poster, flyer, postcard, e-blast templates, and program overview one-sheet)

Social media - Develop content and post schedule (at least 2 per week on each channel);  
Create content for online advocates to share;

## Milestones

Please see the below for a basic timeline of activities:

<b>Milestone</b>	<b>Timeline</b>
Release request for proposal	April 27, 2017
Proposal due	May 26th
Select individual/firm	June 9th
Begin developing marketing plan and content to promote website	Mid June-August 1
Soft internal launch of website	July 5
Proposed date of website launch	August 1
Continued marketing and promotion of website	August 1-September 30
End of contract	September 30

## RFP Deadline

The deadline for responding to this RFP request is Friday, May 26th, 2017 at 5pm Eastern.

## Proposal Format and Requirements

Respondents must furnish one pdf of their proposal, submitted by email as an attachment to [katie@floridajusticetechnologycenter.org](mailto:katie@floridajusticetechnologycenter.org). Please limit your response to 10 pages (excluding supplemental exhibits such as resumes or portfolio). Please address the following areas in your proposal:

- A) Experience of consultant/firm
- B) References from at least three clients; include links to online materials if available
- C) Experience in legal aid, nonprofits, technology organizations
- D) Proposed Plan for creating and implementing the marketing campaign
- E) Outline your expectations of FJTC
- F) Proposed time frame/schedule for the project
- G) Cost estimate; please provide as much information as practical on how cost estimates were derived

## RFP Questions and Responses

Questions and responses should be directed to Katie Miller at: [katie@floridajusticetechnologycenter.org](mailto:katie@floridajusticetechnologycenter.org). All responses to the RFP must be received by email as a pdf attachment by Friday, May 26th, 2017 at 5pm Eastern.

## Additional Information and Conditions

### A. STATEMENT OF NON-COMMITMENT

Issuance of this RFP does not commit the Florida Justice Technology Center to award a contractor to pay any costs incurred in preparation of proposals responding to the RFP. The FJTC reserves the right to reject any or all proposals and re-advertise. All proposals become the property of the FJTC.

### B. VENUE

The laws of the State of Florida govern this RFP and will govern any subsequent contract(s) between FJTC and selected consultant/firms. Any selected consultant/firm agrees that any litigation between the parties concerning the bid, proposal, or subsequent contract(s) shall be subject to the exclusive jurisdiction of the state or Federal courts located in Orlando, Florida.