



REQUEST FOR INFORMATION: PUBLIC RELATIONS FIRM

Legal Services Corporation (LSC) seeks a public relations firm to develop and implement a communications campaign using LSC's 50th Anniversary to increase public awareness of access to justice and the rule of law in a constitutional democracy and to bring attention to the justice gap and what it means to live in a society founded on equal justice that does not enable low-income people to access justice.

ABOUT LEGAL SERVICES CORPORATION (LSC) AND THE 50TH ANNIVERSARY CAMPAIGN

Legal Services Corporation (LSC) is a federally established, funded, and overseen, yet private and independent, 501(c)(3) grantmaking organization that supports civil legal aid providers across the country. Its mission is to expand access to justice by funding high-quality, free attorneys for low-income Americans in basic civil matters like divorce, child custody, and eviction. It does not provide direct legal services itself.

LSC grants almost 95% of its total funding to legal aid providers. LSC currently has 132 grantees with more than 890 offices covering every county in the United States, the District of Columbia, the Commonwealth of Puerto Rico, the U.S. Virgin Islands, Guam, and Micronesia.

The 50th Anniversary of the creation of the Legal Services Corporation is in 2024. LSC is executing a 50th Anniversary fundraising campaign with the goal of raising funds for LSC's privately funded initiatives not funded by its annual congressional appropriation including research and data, the Rural Summer Legal Corps law student fellowship program, various LSC Task Forces and disaster response initiatives.

The primary goals of the Communications Plan are to increase public awareness of the importance of civil legal aid for low-income people and influence policy makers to prioritize legal aid. Elements of the Communications Plan must include branding and outreach strategies to reach multiple audiences, e.g., PSAs, opeds, social media, talking points.

Learn more at <http://www.lsc.gov/>.

SCOPE

LSC seeks both a price estimate and an outline for a comprehensive strategy that will connect LSC's 50th Anniversary with a broader understanding of access to justice and the rule of law in a constitutional democracy and bring attention to the justice gap and what it means to live in a society founded on equal justice that does not enable low-income people to access justice.

The intended audiences are the business, legal, and faith-based communities, the general public, and policy makers (i.e., state and federal legislators and their staff).

REQUESTED INFORMATION

Please provide the following information in your response:

Contact Information and Company History

- Your full name, title, and the name of your company, address, telephone number, email, and website.
- Company overview, including a brief history, mission, number of employees, and number of years in operation.
- If independent consultant, your full name, address, telephone number, email, and years working as an independent consultant.
- Client mix: tell us what percentage of nonprofit, government and commercial clients you serve.

Outline of Strategy and Timeline

The outline should include some or all the following elements:

- Branding
- Messaging
 - Talking points for leadership
 - Talking points, visuals and one-page highlight sheets for solicitations
- Social Media Campaign
- Videos focused on client success stories
- Videos of long-term Grantee Executive Directors
- OpEd strategy targeting both national and local press
- Public Service Announcements

Experience and References

- A description of your experience.
- Sample work: If you can share it, please describe some public relations campaigns that you have conducted.
- References from clients for whom you have performed related work.

Budget and Methodology

Please provide a fixed bid for the work and a detailed methodology for the project. Range bids are also acceptable, but there must be a detailed explanation supporting the range (e.g., detailed itemized pricing of the low price as compared to the high price.)

RFI-RELATED QUESTIONS

Please submit questions relating to this RFI by email to:

Helen Gerostathos Guyton
Sr. Associate General Counsel
Email: rfpresponse@lsc.gov

Carl Rauscher
Director of Communications
Email: rauscher@lsc.gov

no later than 5:30 PM Eastern Time on February 10, 2023. All questions and answers will be shared with the participating vendors. Please submit your questions either in Word format or directly in the body of the email.

RESPONSE DEADLINE AND MODE OF DELIVERY

All responses to this RFI must be received by LSC **no later than 5:30 PM Eastern Time on February 24, 2023.** Responses should not exceed 10 pages (excluding biographies and work samples). Please email responses (in Word or PDF format) to:

Helen Gerostathos Guyton
Sr. Associate General Counsel
Email: rfpresponse@lsc.gov

Carl Rauscher
Director of Communications
Email: rauscher@lsc.gov

FREEDOM OF INFORMATION ACT

LSC is subject to the Freedom of Information Act (FOIA). Applicants should label documents containing sensitive business and confidential information accordingly at the time of submission.