

Request for Proposal

Proposal Due Date: June 30, 2025

Project Overview

Campaign Legal Center (CLC) seeks to partner with an experienced marketing or market research firm to conduct a comprehensive demographic analysis of our target audiences and their information consumption habits. Based on this research, the partner should then develop and propose a paid marketing strategy for CLC to reach those demographics. We hope to complete the scope of this project by early September 2025.

The scope should include, at minimum:

- Demographic research about our target audiences, including but not limited to age, gender, income, education level, political leanings and geographic location.
- The creation of personas for each audience type.
- Detailed information on our audiences' information consumption habits, with a particular focus on social media habits, their trusted sources of online information, and their most trusted news outlets.
- A paid marketing strategy to target these demographics, including a recommended budget for success.

Timeline

CLC will be accepting proposals until June 30, 2025. We plan to start reviewing proposals, on a rolling basis, with a goal of selecting a vendor within 2-3 weeks of the proposal due date. We hope to complete the project by early September 2025. Proposals should be submitted to Sandhya Bathija, Vice President of Communications, at sbathija@campaignlegalcenter.org.

Project Goals

Refine CLC's earned communications strategy and build CLC's paid marketing efforts to most effectively reach our targets: policymakers and potential supporters.

Scope of Work, Budget and Deliverables

CLC has budgeted \$65,000-\$75,000 for this scope of work. This includes:

- Mid-scope updates on key findings of the research. A final presentation detailing the findings delivered to members of the Communications team.

- A final written report detailing the demographic research, personas and information consumption habits, as well as a strategy for paid marketing that includes a scalable budget.

Evaluation Criteria

The following criteria will be used to evaluate proposals:

- Overall proposal suitability.
- Knowledge of CLC's mission, vision, values and issue areas.
- Quality of prior relevant experience with similar organizations.
- Ability to complete work within a reasonable timeframe.
- Price, payment terms and the ability to work within the desired budget.
- Ability to accept the terms of CLC's standard contract for professional services.

CLC reserves the right to select no proposals should no bidder submit a proposal that meets the organization's needs.

Consistent with our Diversity, Equity and Inclusion (DEI) goals, CLC encourages obtaining bids from small business, service-disabled veterans, minority-owned firms and woman-owned businesses to the fullest extent practicable.

Submission Requirements

- Contact information for and a description of your organization, and an explanation of qualifications that are responsive to the requirements of this RFP.
- A description of staff qualifications, including information about the team who will be assigned to work on this scope.
- A list of current clients and/or references for whom you have provided similar services as outlined in the RFP.
- A specific plan of action and timeline to execute the scope.
- Proposed terms, conditions and itemized fees and expenses that align with the proposed budget for services being rendered.
- Measurements of success or key performance indicators for this scope.

About Campaign Legal Center

Campaign Legal Center is a nonpartisan organization dedicated to advancing democracy through law and fighting for every American's right to participate in the democratic process. CLC uses tactics such as litigation, policy advocacy, communications and partnerships to win victories that result in a more transparent, accountable and inclusive democracy. Our

long-term goal is a government responsive to the people. For more information, visit us online at campaignlegal.org.

Contact Information

Please send proposals or any questions regarding proposals to Sandhya Bathija, Vice President of Communications, at sbathija@campaignlegalcenter.org. We are pleased to set up a time to speak with your organization prior to you submitting your proposal, should you have any in-depth questions.