

Request for Proposal

Audience Research and Brand Visibility Strategy
Proposal Due Date: January 14, 2026

PROJECT OVERVIEW

Campaign Legal Center (CLC) seeks to partner with an experienced public relations or marketing firm to conduct an audience landscape analysis and create a comprehensive strategy using this audience information to elevate CLC with target audiences and amplify its work as a credible nonpartisan leader in the pro-democracy space.

The scope of this project should include, at minimum:

- Quantitative research to help CLC understand its current audience, areas for audience growth, and how CLC can distinguish itself from others within the democracy space;
- A research-based demographic analysis to help CLC understand how and where its target audiences consume information;
- A comprehensive communications strategy identifying areas where CLC can grow its brand recognition and influence among its target audiences; and
- A proposal for executing this strategic plan within 4-6 months, including a plan for capturing, measuring and analyzing ongoing metrics of success.

CLC has budgeted between \$350,000 - \$550,000 for this scope of work. As part of your proposal, please include a full set of costs associated with the project, from concept to implementation.

Project Goal

Use a data-centered approach to measurably increase CLC's visibility to more effectively reach its target audiences.

Timeline:

CLC will be accepting proposals until January 14, 2026. We plan to start reviewing proposals, on a rotating basis, with a goal of selecting a vendor by January 30, 2026. Proposals should be submitted to Courtney McKay, Interim Vice President of Communications, at cmckay@campaignlegalcenter.org.

Evaluation Criteria

The following criteria will be used to evaluate proposals:

- Overall proposal suitability.
- Knowledge of CLC's mission, vision, values, and issue areas.
- Knowledge of major donor and policymaker outreach strategies.
- 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 proposal should no bidder submit a proposal that meets the organization's needs.

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

Submission Requirements

- Contact information for and a description of your organization, and an explanation of qualifications that are responsive to the requirements of the 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 (CLC) is a nonpartisan nonprofit 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 at campaignlegal.org.

Contact Information

Please send proposals or any questions regarding proposals to Courtney McKay, Interim Vice President of Communications, at cmckay@campaignlegalcenter.org. We are pleased to set up a time to speak with any vendor prior to you submitting your proposal should you have any in-depth questions regarding this RFP.