



CELEBRATING 50 YEARS
LIGHTHOUSE
OF BROWARD
Empowering the Blind and Visually Impaired

Request for Letter of Intent (RLI) – Comprehensive Marketing Services April 1, 2025

Lighthouse House of Broward for the Blind & Visually Impaired (LHOB) is a mission-driven organization dedicated to transforming lives through vision rehabilitation and advocacy. To advance our outreach, fundraising, and public engagement goals, we are seeking proposals from qualified firms to provide full-spectrum marketing services that align with our values, amplify our message, and deepen our community impact.

Through this Request for Letter of Intent (RLI), we invite experienced marketing and communications agencies to express their interest in partnering with LHOB to provide integrated services across brand strategy, digital engagement, public relations, advertising, content creation, and performance analysis.

I. Scope of Services

We are seeking proposals that include, but are not limited to, the following sub-disciplines:

1. Brand Strategy & Identity

- Brand audits and positioning
- Development or refinement of brand guidelines
- Messaging architecture and tone of voice
- Audience segmentation and persona development

2. Public Relations

- Media relations and press release development
- Crisis communication planning
- Thought leadership (op-eds, speaker placement)
- Community relations and reputation management

3. Digital Marketing

- Website strategy, design, UX optimization, and accessibility compliance
- Email marketing campaigns and automation
- SEO (Search Engine Optimization) and SEM (Search Engine Marketing)
- Digital advertising strategy and placement (Google Ads, paid social)

4. Content Creation & Storytelling

- Long-form and short-form content (blogs, newsletters, annual reports)
- Social media content calendars and engagement strategy
- Scriptwriting, photography, and video production
- Storytelling frameworks for programmatic impact and donor engagement

5. Social Media Management

- Multi-platform strategy (Facebook, Instagram, LinkedIn, X, etc.)
- Content creation, scheduling, and moderation
- Community management and audience development
- Social media analytics and reporting

6. Paid Media & Advertising

- Media buying strategy (digital, print, outdoor, broadcast)
- Campaign creative development and placement
- Performance optimization and A/B testing

7. Event Marketing & Promotion

- Strategic marketing support for fundraising, outreach, and virtual events
- Event branding, messaging, and collateral design
- Campaigns to drive attendance and post-event engagement

8. Analytics & Performance Reporting

- Marketing dashboards and KPI tracking
- Campaign performance reports
- Insights and recommendations for future improvement

- ROI analysis for various channels and tactics

9. Market Research & Audience Insights

- Survey design and analysis
 - Stakeholder interviews and focus groups
 - Competitive benchmarking
 - Trend analysis and message testing
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II. Term of Engagement

The successful firm will be eligible for a three-year contract, with the option to renew for three additional one-year terms, contingent upon satisfactory performance, organizational needs, and funding availability.

III. Submission Requirements

Interested providers should submit a Letter of Intent (LOI) that includes the following:

1. **Firm Overview:** Background, areas of expertise, team qualifications, and years of experience.
2. **Strategic Approach:** How your firm approaches full-service nonprofit marketing and integrates storytelling, analytics, and engagement.
3. **Service Model & Pricing:** Overview of service delivery models (retainer, project-based, hybrid), general pricing structure, and any bundled or à la carte offerings.
4. **Relevant Experience:** Work samples and case studies, particularly with nonprofits, healthcare, human services, or mission-driven organizations.
5. **Technology & Tools:** Summary of marketing and analytics platforms, project management tools, and collaboration processes.
6. **Compliance & Accessibility:** Commitment to inclusive marketing practices, ADA-compliant content, and ethical storytelling.
7. **References:** List of relevant clients with contact information.

IV. Submission Deadline & Process

1. Deadline for Submission: April 9, 2025 by 5:00pm EST

Submission Method: Please submit LOIs via email to jgonzalez@lhob.org with the subject line: “Letter of Intent – Comprehensive Marketing Services.”

2. Next Steps: Upon review of submitted LOIs, selected agencies may be invited for further discussions or to submit a formal Request for Proposal (RFP).

We appreciate your interest in supporting LHOB’s mission through creative, data-driven marketing. For questions, please contact Jillian Gonzalez, Senior Vice President of Operations, via email only at jgonzalez@lhob.org.