



# EARLY LEARNING COALITION OF ORANGE COUNTY

## Request for Qualification #2122-16 To Support ELCOC Campaigns and Messaging Scope of Public Relations Services April through December 2022

Early Learning Coalition of Orange County (ELCOC) is in search of a Public Relations professional to work on a monthly retainer beginning April through December 2022 to assist in promoting the following messages:

### Messages:

1. **Early Childhood Awareness:**

To promote early childhood education opportunities and services to community and families, get children especially age birth to prior to VPK age (through 3-year-old) enrolled in preschool. Targeted to low-income families at between 150% and 200% poverty level as subsidies are available.

2. **VPK Enrollment:**

To maximize enrollment in VPK (program starts no earlier than when public school starts; summer starts as early as May). No income restrictions. Requirements: Child is 4 years old the year before they start kindergarten and a Florida resident.

3. **Staff Recruitment:**

To market provider hiring of teachers and staff needed in childcare programs in Orange

4. **Donor Awareness & Engagement**

To utilize some of the in-kind donated as part of the purchased media above and promote ways to get involved in support of ELCOC including donations of dollars, recruitment of volunteers and in-kind donations. Efforts to highlight business partners who sponsor this initiative in the in-kind media efforts.

5. **CEO Transition**

Karen Willis, ELCOC's CEO, is retiring this summer after her 15 year tenure, and there is a search committee working to find her replacement. Effective communication is needed to share the successful transition of leadership.

## Target Audiences

- **Early Childcare Awareness:** families living in Orange County at or between 150% and 200% of poverty level. ELCOC is working on more detailed age and geographical demographics to use in selecting media focus and message.
- **VPK:** all families in Orange County with a child (children) age four the year before kindergarten and residents of Florida. No income requirements or limitations.
- **Teacher recruitment:** research is being done on messaging, who employment appeals to and will be available by end of March.
- **Donor and Community Engagement:** businesses, corporate and foundation supporters who have given to ELCOC in the past as part of the First Five Years Gala as well as individuals in Orange County.
- **CEO Transition:** target audiences include all of ELCOC's internal and external stakeholders including staff, providers, partners, donors, volunteers, etc.

## Multi-Level Approach:

Public relations is an important part of the multi-level marketing/communications plan that will include the following:

- A comprehensive Public Relations strategy and plan  
The following are informational only but not part of the PR request for services:
  - Consideration of a media buys on traditional channels including print, radio, television, and billboards. Each of these will include in-kind trade to expand ELCOC's budget and to help further meet objectives
- Social and digital strategies
- Other media as determined appropriate and strategic

## Deliverables:

A Public Relations partner would be involved in some of these ways. This list is not exhaustive but to be used as a guide in creating your proposal:

- Meet with ELCOC to determine objectives and review initiatives.
- Develop a strategic PR plan that will expand awareness about ELCOC's messages and initiatives.
- Break the plan into monthly action items and timelines inclusive of goals for press releases, pitches, appearances, interviews, etc; what the firm will do and what ELCOC is responsible for.
- Present ELCOC with opportunities as they arise and assist in helping meet deadlines
- Meet monthly to discuss the next month's initiatives with weekly touch bases to ensure PR professional and ELCOC are clear on action items.
- Pitch, coordinate, and schedule media interviews.

- Coach and train team members on interviews and talking points.
- Support the ELCOC on gathering, writing, and distributing stories.
- Create monthly report of outcomes.
- Evaluate regularly and adjust as needed.
- Attend community events that would potentially have media in attendance and act as ELCOC representative.
- Collaborate with other partners (media partners, social media firms, etc.) who are supporting messages and related campaigns as described above.

### **Submission Instructions:**

Qualified applicants should submit credentials, a brief description of your approach to the above, and proposed bid not later than **4:30pm on March 14, 2022**. Submissions should be sent via email to both of the following individuals. No calls, please.

Karen Willis,  
Chief Executive Officer  
[Karen@elcoc.org](mailto:Karen@elcoc.org)

Jamie Lopez,  
Procurement and Grants Manager  
[Jlopez@elcoc.org](mailto:Jlopez@elcoc.org)