



SeniorLAW Center  
Protecting the Rights of Older Pennsylvanians

## REQUEST FOR PROPOSAL

SeniorLAW Center  
Marketing, Communications and Branding

2019

## **Overview**

SeniorLAW Center is requesting proposals from creative agencies to help in the creation and implementation of a marketing, communications and branding strategy for SeniorLAW Center and the department of Victim Services.

## **About SeniorLAW Center**

SeniorLAW Center's mission is to seek justice for older people by using the power of the law, educating the community and advocating on local, state and national levels.

Founded by leaders of the Philadelphia Bar Association in 1978 as the independent nonprofit "Senior Citizen Judicare Project," our original mandate was to address the unmet legal needs of a small segment of Philadelphia's elders in specific impoverished neighborhoods of the city, whose needs were unmet by traditional legal services. In 2002, we changed our name to SeniorLAW Center, expanding staff and services, and relocating to our first independent offices in center city. In 2003, we initiated the toll-free, statewide SeniorLAW HelpLine, providing free legal advice, counseling, information and referrals to older people throughout Pennsylvania for the first time. Our many programs and services focus on the critical civil legal crises and problems faced by older people and families, serving over 5,000 individuals each year. Our vision is a world that values older people, hears their voices and guarantees their rights. Our diverse staff of 34 today provides services through 5 offices in Bucks, Chester, Delaware, Montgomery and Philadelphia counties. All of our services are free. Since 1978, we have served over 400,000 older people across the Commonwealth.

Most older people to whom we provide direct legal representation live at or well below 150% of the federal poverty level, and many face other vulnerabilities (including isolation, frailty, illness, disability, language access). The demand for our services continues to increase as the older population we serve continues to grow to 20% of the Pennsylvania population. We are proud to be a voice for one of the most vulnerable and most underserved populations in our country.

## **What We Do to Help Older Victims**

- o Free legal representation and counsel to end abusive situations and to remove perpetrators from the homes of victims.
- o Free legal representation and counsel for older adult victims of financial exploitation, including protection from and remedies to address complex financial exploitation, identity theft, fraud and other crimes.
- o Free civil legal representation to address the economic security of older adult victims of crime, including spousal support actions housing issues (including fraudulent deed transfers and ejections) to guarantee that the older survivor can remain in his/her home, and consumer issues (including debt collection and consumer credit problems) caused by the abuser's economic abuse.
- o Free civil legal representation for Limited English Proficient older victims of crime.
- o Free civil legal representation for older Veteran victims of crime.
- o Support, advice, guidance and information/referral services for older adult victims of abuse and financial exploitation, linking them to other resources and support services, including

emergency financial assistance, support groups, health services, lock changes, and other resources.

- o Community education and outreach programs to help older adults recognize abuse and exploitation and know how and where to receive assistance.
- o Professional education and training to sensitize those working with older adults who may experience abuse and/or exploitation and provide referral information.
- o Advocacy to help stem the crisis of elder abuse and financial exploitation.
- o Partnerships with victim services colleagues, law enforcement, protective services and others interested stopping elder abuse and financial exploitation.

### **Goal of the Project**

In light of dramatic growth and expansion of our staff, services, diversity of victims, partnerships and geographic presence and reach from 1 to 5 counties, consistent and effective messaging is essential to our identity as one team serving many. Recent grant funding will allow us to enhance a key structure of our Victim Services project and overall services and strengthen our ability to identify victims, and older people who need legal services, build presence, awareness and visibility, and outreach to diverse communities. New and consistent messaging, design, printing of an array of new tools (brochures, flyers, signage, and other printed materials, including those in prominent other languages), use of print, radio and social media, newsletter, website and other tools, will enhance impact of services.

### **Marketing, Branding and Communications Plan**

An ideal candidate or business will develop and assist in implementing a strategy for consistent and creative messaging regarding our available services, identifying further diverse older victim populations (including Limited English Proficient, disabled, LGBTQ, veterans and other underserved older victims) and outreach and communications to partners, communities, and stakeholders. This plan will inform the public of our services, which is key to identifying older adult victims and older clients, and ensuring they know how to access our team for services. Additionally, this plan should help develop consistent messaging across all offices and projects.

### **Scope of Project**

1. Create a marketing, branding and communications strategy for SeniorLAW Center, focusing on SeniorLAW Center's Victim Services programs and services.
2. Brand our organization so that SeniorLAW Center is known for seeking justice for older people.
3. Include how to market and communicate a strategy that articulates the unique and vitally important role that SeniorLAW Center plays in the five counties.
4. Develop and design messaging to older victims/clients including the development of new brochures, flyers, one page project infographics, flyer templates, press releases, website and social media content, print, radio, speaking and other opportunities.
5. Create a strategy to reach potential victims of crime, potential new clients, new partners, the homebound, and target audience, including translated materials in a wider range of languages and greater access to interpreters.
6. Assist SeniorLAW Center staff in implementing the created plan.

7. Offer resources through free PSAs, free and low-cost radio and other advertising opportunities through the candidate's networks.
8. Add thoughtfully, creatively and strategically to ideas that are not listed in the proposed plans to help make the project efficient and effective.

### **Target Audiences**

1. Clients (including those who are homebound or disabled)
2. Older People
3. Philanthropic Communities (both in PA and nationally)
4. Aging Services Network
5. Limited English Proficiency
6. Veterans
7. LGBTQ
8. Leaders/Stakeholders
9. The General Public

### **Budget and Timeline:**

Up to \$40,000 has been allocated for the total project that spans over eighteen months and includes a 12 month development phase and 6 month implementation phase. We will look for a list of next steps for the following 6 months that the agency will implement on its own.

### **Anticipated Schedule**

October 25, 2019	RFP Issued
November 18, 2019	Proposals due
December 2, 2019	Interviews begin
December 31, 2019	Successful candidate notified

### **Submission Requirements**

- Organizational Overview
  - o Company profile, history, organizational structure
  - o List any subcontractors or third parties (e.g., mail house)
- Project Approach and Scope of Services
  - o Demonstrate understanding of the project and SeniorLAW Center brand
  - o Include anticipated work tasks and deliverables
- Client Services and Staffing
  - o Introduce the team and their roles
  - o Identify the point person for this project
- Budget
  - o Estimated project budget and fees
- Portfolio/Examples of Work

The primary point of contact for this project is Dana Goldberg, Director of Victim Services. For more information, she can be reached at [dgoldberg@seniorlawcenter.org](mailto:dgoldberg@seniorlawcenter.org) or 215.701.3202.