

VOCA RFP – Communications, Marketing and Branding FAQs

1. What is the timeline for rebranding and key messaging for SeniorLAW Center? [We hope to begin to message outwardly beginning in January 2021.](#)
2. What is the makeup of the SeniorLAW Center marketing decision-making team and how does SeniorLAW handles its marketing approval process? [Our Executive Director and Director of Development oversee the implementation of the communications and marketing for the organization with the support of leadership staff and the Media and Communications Committee of the Board of Directors, led by professionals in marketing/communications and lawyers.](#)
3. Does SeniorLAW Center have resources for translating materials into other languages (as per the RFP) and if not, are translation services excluded from the budget allocated for the deliverables under this RFP? Also, how many languages do the materials need to be translated into? [Yes, we have funding to translate materials. Key initial languages would be Spanish, Mandarin, Vietnamese and Russian. We may be able to handle other languages, funding permitting.](#)
4. Does SeniorLAW Center have data regarding its diverse older victim populations and how those populations currently access its team of services or does SeniorLAW center require additional research and data analysis? [We utilize a case management system and we can access reports regarding certain of our populations and how they accessed our services.](#)
5. Does SeniorLAW Center segment its audiences and is there an expectation of segmented brand messages for the various populations? [We currently use market segmentation for our audiences on a very grass roots basis. For example, the messaging that is on our brochures is geared towards clients and the community, while our messaging on our professional flyer, Annual Appeal and Gala materials are tailored more for donors. We are open to discussing best practices for segmented brand messages for the identified populations and the best way to approach this with the selected marketing partner.](#)
6. How does SeniorLAW Center currently track and measure the results of its various marketing campaigns and what are the measurement and tracking expectations of its marketing partner? [We are able to track social media posts by looking at the engagement of each post that includes reach of the post, how many likes and shares, etc., and how many views of videos, etc. Through our e-blast software, Constant Contact, we are able to measure the open rate and click rate of each e-blast. We track how many brochures are handed out at each outreach event. We are open to perfecting the process of tracking our marketing efforts with the selected partner for this project.](#)
7. Does SeniorLAW Center need support with production and fulfillment of all print materials or will print and production be handled internally? [We would like some of the materials professionally printed.](#)
8. In the Scope of Project, item #4, what are the priorities of the deliverables? [Flyer templates, one page project infographics and website and social media content are highest priority.](#)
9. Does SeniorLAW Center seek a new website or simply specific content related to rebranding and key messaging? If SeniorLAW Center seeks a new website, is there a separate budget allocation and by when does the website need to be launched? [No, we are in the final stages of developing and launching a new website with a separate consultant.](#)
10. What resources is SeniorLAW Center referring to regarding item #6 in the Scope of Project relating to free PSA's and other low-cost advertising? Does this relate to media placements, production of materials, or something else? [Under #7, we are referring to putting SLC in touch with opportunities through your network to get PSAs or other low cost advertising into the public domain.](#)

11. How does SeniorLAW Center currently handle media relations and what is the scope of services expected under the RFP as it relates to “press releases” under item #4 Scope of Project? Media relations is handled by the Executive Director and Development Director and is currently on a project basis only. For example, annually, we often work with a pro bono PR firm to distribute and review our press releases globally, but all press releases are currently written by the Executive Director and Development Director. We are looking to bolster our PR efforts including press releases more formally through this project.
12. How does SeniorLAW Center currently handle social media management and what is the scope of services expected under the RFP as it relates to “social media” under item #4 Scope of Project? Social media is currently led by the Development Director and Executive Director. We look to develop a more consistent social media plan where we post more often and consistently through calendars, cross posting apps, and more.
13. How does SeniorLAW Center differentiate item #4 (list of deliverables) and #6 implementation of deliverables in the Scope of Project? We want the materials developed; and then we want assistance with producing the materials and getting them out into the public domain.
14. What is the budget for the deliverables listed in the RFP? \$40,000