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REQUEST FOR PROPOSAL (RFP) -  
MARKETING SERVICES



**Request for Proposal (RFP) - Marketing Services  
Epilepsy Alliance Florida  
Issuing Date: September 7, 2023**

**Proposal Submission Deadline: October 7, 2023, 5:00 PM EDT**

**Contact Person:**

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Marchet Eaddy, Director of Marketing

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# Table of Contents

## **1. Introduction**

### **1.1 Organization Background**

### **1.2 Purpose of RFP**

### **1.3 Proposal Submission Guidelines**

## **2. Scope of Work**

### **2.1 Objectives**

### **2.2 Budget and Options**

### **2.3 Questions for Consideration**

### **2.4 Creative Fundraising Ideas**

## **3. Proposal Evaluation Criteria**

## **4. Submission Instructions**

## **1. Introduction**

### **1.1 Organization Background**

Epilepsy Alliance Florida is a non-profit organization dedicated to supporting individuals living with epilepsy and their families. We operate out of six offices across the state of Florida, allowing us to provide vital services, resources, and educational programs to a wide array of communities. Our mission is to offer comprehensive support to those impacted by epilepsy, actively confronting the full spectrum of challenges posed by seizures. We are committed to providing individualized epilepsy care, fostering robust community engagement, and promoting epilepsy awareness and education. Our extensive statewide presence enhances our ability to improve the quality of life for those affected by epilepsy throughout Florida.

### **1.2 Purpose of RFP**

Epilepsy Alliance Florida is seeking innovative proposals from experienced marketing firms to provide comprehensive marketing services. Our aim is to explore creative and effective fundraising initiatives. This can involve enhancing our existing awareness walk "Walk the Talk" or conceptualizing and executing a new cutting-edge campaign. Our primary objective is to significantly raise funds to support our mission of improving the quality of life for individuals with epilepsy and expanding our outreach efforts.

### **1.3 Proposal Submission Guidelines**

Proposals must be submitted electronically in PDF format.

The subject line of the email should be: "Epilepsy Alliance Florida Marketing Services Proposal - [Your Company Name]."

All proposals should be sent to [meaddy@eafla.org](mailto:meaddy@eafla.org)

Please include your company's profile, relevant experience, and references in your submission.

## **2. Scope of Work**

### **2.1 Objectives**

The selected marketing firm will be expected to achieve the following objectives:

- Develop a comprehensive marketing strategy to enhance our existing awareness walk "Walk the Talk" and/or recommend other innovative fundraising efforts.
- Raise awareness about epilepsy and our organization.
- Increase donor engagement and contributions.
- Drive creative and innovative fundraising initiatives inspired by the Ted Talk mentioned in the RFP.

### **2.2 Budget and Options**

Epilepsy Alliance Florida is interested in exploring two budget options: \$250,000 and \$750,000. Please provide a detailed breakdown of the services, timeline, and activities that can be accomplished within each budget.

## 2.3 Questions for Consideration

- How do you plan to measure the success of the marketing strategies you implement?
- Can you provide an example of a successful campaign you've managed for a non-profit or healthcare-related non-profit?

## 2.4 Creative Fundraising Ideas

We encourage prospective firms to think creatively and propose innovative fundraising concepts. Our Epilepsy Alliance Florida board of directors and our executive staff were inspired by Dan Pallotta's Ted Talk (<https://www.youtube.com/watch?v=bfAzi6D5FpM>), and we invite your team to incorporate out-of-the-box thinking into your proposals. Please provide specific ideas and strategies for achieving our fundraising goals.

## 3. Proposal Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Relevance and Creativity:** The creativity and uniqueness of proposed fundraising ideas.
- **Experience:** The firm's relevant experience in marketing for ideally non-profit organizations, particularly in the healthcare sector.
- **Budget Alignment:** How well the proposed budget aligns with the objectives and expected outcomes.
- **References:** Past client references and success stories.
- **Proposal Clarity and Presentation:** The quality and clarity of the proposal, including a well-structured plan and timeline.
- **Commitment to the Mission:** The firm's understanding and commitment to Epilepsy Alliance Florida's mission and values.

## 4. Submission Instructions

Proposals must be electronically submitted to [meaddy@eafla.org](mailto:meaddy@eafla.org) no later than **5:00 PM EDT on October 7, 2023.**

Inquiries or questions related to this RFP should be directed to either of the contacts listed above.

Epilepsy Alliance Florida reserves the right to reject any or all proposals or to waive any irregularities or informalities in the proposals received.

Epilepsy Alliance Florida appreciates your interest in helping us make a difference in the lives of individuals living with epilepsy. We look forward to receiving your innovative proposals to further our cause.

THANK  
YOU



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