



ChildNet, Inc.

**Request for Proposals
RFP #CN2025-04**

**To Provide
Strategic Communications, Media, Public Relations, and
Website Design/Management Services**

Palm Beach and Broward Counties

RFP Official Posting: <https://www.childnet.us/request-proposals>

Date: February 13, 2026 at 3:00 PM

RFP Response Due Date: March 23, 2026 at 3:00 PM

**Contact Person:
Denesee Rankine-Palmer
Procurement Manager
ChildNet, Inc.
1100 McNab Rd.
Fort Lauderdale, FL 33069
(954) 837-3951**

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Request for Proposals

Strategic Communications, Media, Public Relations and Website Design/Management Services

I. INSTRUCTIONS TO RESPONDENTS

A. STATEMENT OF PURPOSE

ChildNet, Inc. has been chosen by the Florida Department of Children and Families (DCF) to serve as the Community Based Care (CBC) lead agency in both Broward and Palm Beach Counties. As such, it is the single private non-profit entity responsible for administration of the local child welfare systems in each county. It fulfills this responsibility by managing comprehensive networks of child welfare services providers. The agency's mission is to lead communities in protecting and serving abused and neglected children by supporting and strengthening their families. Fulfillment of this mission requires input, participation, and support from community stakeholders and services providers.

B. STATEMENT OF NEED

The purpose of this Request for Proposals (RFP) is to identify the appropriate agency to support ChildNet's strategic communications, media relations, and public relations (PR) priorities. ChildNet continually works to build brand awareness and credibility to communicate ChildNet's mission and further the work of our organization in Broward and Palm Beach Counties. Our desired partner will have the capacity to provide strategic counsel and direction, actively share and promote our message, amplify our successes, and promote the recruitment of foster parents, adoptive parents, and increase charitable donor support. The selected firm will be responsible for assisting in the development and support of ChildNet's public relations and media efforts to maximize communications efforts aimed at potential foster parents, community partners, network service providers, and potential donors. The selected agency must be able to provide strong media and public relations (PR) strategic insight and message development to assist ChildNet with proactive campaigns related to topics including but not limited to: successes of community-based care, foster parenting, and adoption. The approach will also include website development, refresh, modernization, and continued maintenance.

Currently, ChildNet purchases a variety of these services from multiple vendors. They include print, television, press releases, social media, website creation/design/content creation/management, collateral materials including brochures, pamphlets, fliers, and event invitations, and the creation and design of branding materials. Methods of communication currently include email campaigns, social media campaigns, and video and media content creation and placement.

The current providers of these services do a good job individually, but their efforts have not been well integrated nor coordinated, and we believe that has kept them, and ChildNet, from maximizing their benefits and fully achieving our desired outcomes. Therefore, ChildNet now seeks to better optimize efficiency and economy of these services, as well as modernize the agency's branding, through coordination under one agency. We believe the integration of services will provide enhanced continuity and consistency of ChildNet's branding, strategic communications, public relations and media approach. The desired agency will be expected to develop and implement a coordinated marketing strategy, including the regular tracking and reporting of their efforts and their measurable impact and effectiveness. Ultimately, we are hopeful that a single highly qualified provider of these services will improve upon the impact and outcome of our current efforts and, in particular, significantly increase our inventory of foster and adoptive homes and substantially boost private donations.

That said, we recognize that finding an agency skilled in all these areas may prove challenging. Therefore, we will consider proposals that are more limited and specific in their scope but would want such proposals to include a discussion of how the respondent would identify and effectively work with other entities to provide the additional requested services.

Respondents to this Request for Proposals, then, are expected to propose a comprehensive public relations and marketing approach and method(s) of delivery to successfully impact ChildNet's goals and objectives. Target audiences include potential donors, foster parents, adoptive parents, service providers, corporations, businesses, and key stakeholders with influence and impact within the local communities of Broward and Palm Beach.

The deadline for submitting responses to this Request for Proposals is 3:00p.m., on March 23, 2026.

The purpose of this Request for Proposals (RFP) is to define ChildNet's minimum requirements, solicit proposals, gain adequate information by which ChildNet may evaluate the services offered by Respondents, and as a result, enter into a contract with the successful Respondent who can meet the following objectives:

C. OBJECTIVES

- Promote and build awareness of ChildNet's mission and brand throughout Broward and Palm Beach Counties.
- Tell the story of ChildNet's services, programs, and successes to effectively reach targeted audiences.
- Inspire public confidence in the Community Based Care model and highlight its and ChildNet's positive outcomes.
- Build engagement, trust, and advocacy through strategic communications.

- Elevate and modernize ChildNet’s branding.
- Communicate the benefits of fostering and correct any public misconceptions about fostering.
- Identify industry trends to help shape our messaging.
- Develop strategies to increase foster home capacity through successful recruitment of foster parents.
- Engage, inform, and inspire donors through storytelling.
- Develop communications strategies to support ChildNet’s programs and initiatives.
- House and display timely operational data and reports on the website as required by regulators.
- Establish working relationships with influential local leaders and influencers.
- Position ChildNet as the industry leader in the local Child Welfare system.

D. QUALIFICATIONS

- Brand management: Ability to drive brand consistency with appropriate localized nuances.
- Media experience demonstrated by the execution of media strategies, using a variety of media platforms that result in positive media coverage.
- Planning and execution of media: agency must be able to react quickly to tight turnarounds.

E. SCOPE OF SERVICES

Scope of Work

The selected firm will be expected to provide a comprehensive suite of services in the following areas:

A. Public Relations & Media Relations

- Develop and implement a PR strategy aligned with ChildNet’s mission and strategic goals.

B. Communications & Branding

- Develop consistent messaging across all platforms in alignment with the ChildNet’s voice and values.

C. Digital Marketing & Social Media

- Develop Digital Marketing and Social Media Strategy

D. Web Design, Maintenance, and Management

- Enhance, maintain, and update ChildNet’s website minimally on a monthly basis.

F. METRICS, REPORTING & EVALUATION

- Monthly activity and performance reports

- Annual Plan and Report on previous year's performance with recommended changes to approach based on successful industry practices and performance data.
- Campaign-specific reports, as needed and requested. .

G. PROPOSAL PROCESS AND MINIMUM REQUIREMENTS

1. Proposals must be prepared in compliance with the provisions of this RFP. Failure to comply with all provisions of this RFP may result in disqualification of the proposal.
2. All proposals must be in writing to be considered and received electronically by email at Proposals@ChildNet.us by **3:00 p.m.**, local time on **Monday, March 23, 2026**. Any proposal received after the date and time stipulated will not be considered.
3. Before submitting the proposal, Respondents will have the opportunity to ask questions. All questions must be in writing and directed only to Denesee Rankine-Palmer, Procurement Manager at Denesee.Palmer@ChildNet.us by **February 19, 2026**. All questions and answers will be addressed via posting on the ChildNet website to be available to all Respondents. Questions and answers will be posted by 5:00pm on **February 27, 2026**, at <https://www.childnet.us/request-proposals>. This is the only source of official information regarding this RFP.
4. Services which are not specifically requested in this RFP but are necessary to provide the functional capabilities proposed by the Respondent should be included in the proposal.
5. No allowance will be made after proposals are received for oversight, omission, error or mistake by Respondent.
6. All proposals and any accompanying documents become the property of ChildNet and will not be returned.
7. ChildNet will not be liable in any way for any costs incurred by Respondents in the preparation of their proposals in response to this RFP.
8. ChildNet reserves the right to withdraw this RFP at any time and for any reason and to issue such clarifications, modifications, and/or amendments as it may deem appropriate.
9. Receipt of proposal materials by ChildNet or submission of a proposal to ChildNet offers no rights against ChildNet nor obligates ChildNet in any manner.

10. ChildNet reserves the right to accept or reject any and all proposals, or separable portions thereof, and to waive any minor irregularity, technicality, or omission if ChildNet determines that doing so will be in the best interests of ChildNet, the network and its clients. ChildNet may reject any response not submitted in the manner specified by the solicitation documents. Any such waiver shall not modify any remaining RFP requirements or excuse the Respondent from full compliance with the RFP specifications and other contract requirements if the Respondent is awarded the contract.
13. Proposal must be signed by an officer of the Respondent who is legally authorized to obligate the Respondent to a contract.

H. EVALUATION OF PROPOSALS AND NOTIFICATION OF AWARD

1. ChildNet avoids procuring unnecessary or duplicative items and where appropriate, an analysis is completed to determine the most economical approach.
2. ChildNet seeks to buy the best services at the most favorable, competitive prices and to give all qualified businesses, including those that are owned, by minorities, women, persons with a disability, and small business enterprises an opportunity to do business with ChildNet as a subcontractor. ChildNet, at its sole discretion, shall determine whether particular Respondents have the basic qualifications to conduct the desired service for ChildNet. In determining whether a Respondent possesses the basic qualifications to operate, ChildNet may consider the following:
 - a. Respondent's general reputation for performance and service;
 - b. Respondent's longevity of service (number of years) and previous experience in operation of requested services;
3. All proposals will be evaluated and scored according to a uniform set of criteria and by an evaluation team consisting of ChildNet staff. ChildNet reserves the right to also include other community personnel who ChildNet believes will add value to the rating process. ChildNet's rating committee may take up to 14 days to review all proposals received. The rating committee may then elect to conduct interviews with one or more of the Respondents at a date, time, and place to be announced. Recommendations are made based upon the scores from the rating team and consideration of all other relevant factors outlined in the procurement document. Recommendations for contract awards shall be made by the Chief Financial Officer and presented to the CEO.
4. ChildNet reserves the right to accept or reject in part or in whole any or all proposals submitted.

5. Prior to contract award, ChildNet reserves the right to seek clarifications or request any information deemed necessary for proper evaluation of submissions from all respondents deemed eligible for Contract award. Failure to provide requested information may result in rejection of the response. Clarifications or corrections shall not alter the Respondent's price contained in the cost proposal.
6. ChildNet reserves the right to negotiate further with the successful Respondent. The content of the RFP and the successful Respondent's proposal(s) will become an integral part of the contract, but may be modified by the provisions of the contract.
7. By submission of proposals pursuant to this RFP, Respondents acknowledge that they are amenable to the inclusion in a contract of any information provided either in response to this RFP or subsequently during the selection process.
8. Contracts will be awarded to the responsible and responsive Respondent(s) whose proposal is determined by ChildNet's CEO to be the most advantageous to ChildNet and its clients, taking into consideration the price and other criteria set forth in this RFP. A valid and enforceable contract exists when an agreement is fully executed between ChildNet and the Respondent.
9. **Final announcement of award(s) will be posted on ChildNet's website no later than 5:00 pm on May 1, 2026.** Notice of Awards is posted for a minimum of 72 hours. **It is ChildNet's intent to enter into a contract with an organization(s) on or after June 1, 2026.**
10. All Respondents have the right to protest the award. Parties wishing to protest a contract award shall file a notice of protest in writing to ChildNet's Procurement Manager within 72 hours after the award is posted on ChildNet's website. The formal written protest shall be filed within 10 calendar days after the date the notice of protest is filed.
11. When protesting a decision, the protesting party must post a bond equal to one percent (1%) of the estimated contract amount. The estimated contract amount shall be based upon the contract price submitted by the protestor. If no contract price was submitted, ChildNet shall provide the estimated contract amount to the protestor within 48 hours of the receipt of the protest notice (excluding Saturdays, Sunday and agency recognized holidays). Failure to file the proper bond at the time of filing the formal written protest will result in a rejection of the protest. In lieu of a bond, ChildNet will accept a cashier's check, official bank check, or money order in the amount of the bond.
12. Upon receipt of the formal written protest and 1% bond, all negotiations with the selected Respondent(s) cease until the protest is resolved.

13. The Procurement Manager will provide the protest information to ChildNet's CEO to be reviewed with ChildNet's Senior Leadership committee. This committee will investigate the complaint and issue a written finding and resolution to the protesting party. This protest procedure provides recourse to bidders who believe that their proposal did not receive proper consideration. Bidders entering a protest should be prepared to document specific factors, which put the aggrieved bidder at a competitive disadvantage, and/or document violations of specific sections of state or federal regulations and the procedures set forth in the respective competitive procurement solicitation document. ChildNet reserves the right to refuse to consider an appeal that does not identify specific procedural shortcomings.

II. SPECIFICATIONS OF PROPOSAL

A. OVERVIEW

Please submit your responses in electronic format. Each proposal shall include the following four items:

1. Narrative Description of Proposed Services which addresses the components outlined below. Respondents are required to follow the outline of this RFP and limit the narrative response to 10 pages, double spaced and in either Times New Roman 12 point or Arial 11-point type. **(maximum 10 pages)**
2. Fee Structure Summary – Attachment #1
3. Signature Page – Attachment #2
4. Conflicts of Interest – Attachment #3
5. Network Provider Application – Attachment #4
6. Portfolio/Samples of work (publications, websites, campaigns)
7. Additional information:
 - Certifications (e.g., minority-owned, women-owned, local business).
 - Insurance and liability coverage.

B. NARRATIVE

All proposals shall include a detailed description of the services to be provided, how they will be delivered, and how they will meet the goals of the contract set

forth in this procurement document. Proposals should minimally include discussion of or consideration of the following items:

Narratives must include the following sections:

A. Cover Letter & General Qualifications

- Introduction to the firm and interest in working with ChildNet.
- Primary contact person and contact information.

B. Company Profile

- Legal name and structure.
- Location(s) and years in business.
- Overview of relevant experience in child welfare, nonprofit, or related sectors.

C. Project Team

- Bios and roles of key team members.
- Description of roles/responsibilities for this project

D. Approach & Methodology

- Overview of how your firm will approach each element of the Scope of Work.
- Sample timelines and deliverables.
- Tools/software used for media monitoring, analytics, design, etc.

E. Experience & References

- Relevant project summaries (up to 3).
- Client references (minimum of 2, including name, organization, contact info)

C. FEE STRUCTURE AND METHOD OF PAYMENT FOR PROPOSED SERVICES

- Respondents must clearly define the proposed fee structure (hourly rates, monthly retainer, project-based pricing) along with any anticipated reimbursable expenses.

Pricing for services shall be documented on **Attachment #1**. The total amount of funding allocated for these services will not exceed **\$170,000.00**.

III. GENERAL INFORMATION

A. CONTACT

Respondents to this solicitation or persons acting on their behalf may not contact, between the release of the solicitation and the end of the 72-hour period following the agency posting the notice of intended award, excluding Saturdays, Sundays, and state holidays, any employee or officer concerning any aspect of this solicitation, except in

writing to the Procurement Manager or as provided in the solicitation documents. Violation of this provision may be grounds for rejecting a response.

B. CONVICTED VENDORS

A person or affiliate placed on the convicted vendor list following a conviction for a public entity crime is prohibited from doing any of the following for a period of 36 months from the date of being placed on the convicted vendor list:

1. submitting a bid on a contract to provide any goods or services to a public entity;
2. submitting a bid on a contract with a public entity for the construction or repair of a public building or public work;
3. submitting bids on leases of real property to a public entity;
4. being awarded or performing work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and
5. transacting business with any public entity in excess of \$3,500.

C. DISCRIMINATORY VENDORS

An entity or affiliate placed on the discriminatory vendor list pursuant to section 287.134, F. S. may not:

1. submit a bid on a contract to provide any goods or services to a public entity;
2. submit a bid on a contract with a public entity for the construction or repair of a public building or public work;
3. submit bids on leases of real property to a public entity;
4. be awarded or perform work as a contractor, supplier, sub-contractor, or consultant under a contract with any public entity; or
5. transact business with any public entity.

IV. SUBCONTRACT CRITERIA

A. CONTRACT FORMATION

This is a Request for Proposals only. Proposals will be treated as offers to enter into a contract with ChildNet. The written acceptance of the Respondent's Proposal by ChildNet shall constitute a contract, pending execution of a formal written contract satisfactory to both ChildNet and the respondent.

B. LENGTH OF CONTRACT

ChildNet intends to enter into a one-year contract with the selected respondent on or after June 1, 2026 with the option of two additional 12-month renewal periods that will ultimately expire on June 30, 2029. Each renewal shall be made by mutual agreement of the Parties

and contingent upon satisfactory performance evaluations as determined by ChildNet and be subject to the availability of funds.

C. SUBCONTRACT CRITERIA

If awarded a contract, Respondent(s) must be able to comply with all sections of ChildNet's contract utilized for vendors. Specific criteria pertaining to insurance requirements, indemnification, applicable federal and state laws, regulations, agency rules and procedures, ChildNet's policies and procedures, and other legal and regulatory details are contained within the vendor contract.

D. CONFLICT OF INTEREST

The Respondent shall disclose and describe on **Attachment #3** any business, financial, pecuniary or familial relationship existing between the Respondent (or any officer, agent, or employee of the Respondent) and any officer, employee, agent or board member of ChildNet.

E. TAXES

ChildNet is exempt from all federal, state and local taxes. ChildNet shall not be responsible for any taxes that are imposed on the Respondent. Furthermore, the Respondent understands that it cannot claim exemption from taxes by virtue of any exemption that is provided to ChildNet.

V. ATTACHMENTS

Attachment #1 Fee Structure Summary
Attachment #2 Signature Page
Attachment #3 Conflict of Interest
Attachment #4 Network Provider Application

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