

November 17, 2025

Dear Prospective Applicant:

On behalf of First 5 LA, I am pleased to present this Request for Proposals, RFP, for the Dual Language Learners (DLL) Communications Campaign Evaluation. First 5 LA is seeking proposals from qualified contractors (with or without subcontractors) to evaluate the DLL Communications Campaign strategies and activities described above spanning FY 2022-2025, for message reach and resonance across the six target audiences and secondary audiences, to determine our success in reaching one or more of the identified campaign objectives.

To be eligible for consideration, applicants must submit a complete application including attachments online at <https://www.first5la.org/news-resources/funding-center/>. Applications will be accepted on an ongoing basis through December 10, 2025, by 5:00 PM.

If you have any questions about this RFP, please email your questions to Kevin Proff at kproff@first5la.org.

Thank you for your interest in our mission to advocate for children and their families, amplify community voice and partner for collective impact so that every child in Los Angeles County reaches their full developmental potential throughout the critical years of prenatal to age 5.

Sincerely,



Karla Pleitéz Howell
President & CEO

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