

November 10, 2025

Dear Prospective Applicant:

On behalf of First 5 LA, I am pleased to present this Request for Qualifications, RFQ, for the Strategic Communications and Social Media Services consultant. First 5 LA is seeking proposals from qualified contractors (with or without subcontractors) to support the development of communications strategies and messaging frameworks to reach and engage target audiences to advance the implementation of First 5 LA's 2024-29 Strategic Plan and four initiative areas.

To be eligible for consideration, applicants must submit a complete application including attachments online at [Funding Center | First 5 Los Angeles](#). Applications will be accepted on an ongoing basis through **December 5, 2025, by 5:00 PM**.

If you have any questions about this RFQ, 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

COMMISSIONERS

Los Angeles County Supervisor
Holly J. Mitchell
Chair

Summer McBride
Vice Chair

Robert Byrd, Psy.D
Alma Cortes
Barbara Ferrer Ph.D.,
M.P.H., M.Ed.
Astrid Heger, M.D

Abigail Marquez
Brandon Nichols
Carol Sigala, Ph.D.

EX OFFICIO MEMBERS

Deanne Tilton Durfee
Jacquelyn McCroskey, DSW
Alejandra Albarran Moses,
Ph.D.
Maricela Ramirez, Ed. D.

PRESIDENT & CEO

Karla Pleitéz Howell

VICE PRESIDENTS

Aurea Montes-Rodriguez
JR Nino