



# Laurens County Disabilities & Special Needs Board

364 Evergreen Skills Road • Laurens, SC 29360 • (864) 682-2314 • www.lcdsnb.org

*Supporting Unique People in Pursuing Opportunities while Reaching for a Better Tomorrow*

The Laurens County Disabilities and Special Needs Board (LCDSNB), located in Laurens, South Carolina, has a mission to support unique people in pursuing opportunities while reaching for a better tomorrow. A funded partner of the SC Department of Health and Human Services (DHHS) and SC Department of Disabilities and Special Needs (DDSN), LCDSNB also relies on fundraising and community support to offer beneficial services and experiences to clients and families.

Celebrating its 50<sup>th</sup> anniversary in 2023, LCDSNB recognized many accomplishments throughout the years. While the agency has managed to grow and adapt services to better suit the needs of the DSN community, the agency has identified a need for more education opportunities and communication strategies with families seeking services as well as the general public.

LCDSNB is formally requesting bid packets for professional rebranding/marketing services to build and guide our community awareness in the upstate SC area. The agency requests bid packets to include any of the below services:

1. Rebranding
  - a. Name Change. “The Laurens County Disabilities and Special Needs Board” is lengthy and “LCDSNB” is not commonly known throughout the local community.
  - b. Logo for branding and recognition on print, promotional, etc.
2. Program/Service Mapping - Create a map of services offered by the agency to better help families connect level of need with level of service available.
  - Building Dreams Early Intervention – Ages 0-6
  - Case Management – All ages
  - Residential Services - Adult
    - Intermediate Care Facility for Medically Fragile
    - Community Residential Care Facility
    - Community Training Home
    - Supervised Independent Living Program On-site
    - Supervised Independent Living Program Off-site
  - Career Preparation – Adult
    - Classroom Preparation
    - Hands-On Skills Training
  - Supported and Competitive Employment – Adult
  - Community Services – Adult
3. Website Revamp – New design for new name and logo with new menu flow for easier access to information and interaction/participation.
4. Awareness
  - a. Identifying target markets for focused information.
  - b. Identifying information/message methods and vehicles.
    - i. Current events, current needs, etc.
    - ii. Prevention Strategies for growing families
    - iii. Parenting Tools for Parents of Children with Disabilities

5. Fundraising

- a. Identifying target markets aligned with fundraising events.
- b. Identifying giving levels and focused marketing materials – general donations, sponsorships, lifetime gifts, planned giving, etc.

LCDSNB understands that a firm may not offer all the above services and will review bid packets that include any of the requested services listed above.

Bid packets can be submitted to the following:

By Mail: LCDSNB  
Community Relations  
364 Evergreen Skills Road  
Laurens, SC 29360

By e-Mail: [contact@lcdsnb.org](mailto:contact@lcdsnb.org)

Packet submissions are due on or before Friday, March 1, 2024. Considered bids will be contacted by April 1, 2024.