

TEMPLATE

# Branding Project RFP

Mission Minded's Free Template



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## TEMPLATE

We hope you'll find this Request for Proposal (RFP) template useful as you plan your branding or communications project. In addition, the two links below will provide even more guidance to help you set your project up for success.

[Considering a Branding Project? 6 Questions to Ask](#)

[7 Tips for Finding Your Very Best Communications Consultant](#)

We wish you great success with your project, and if you think we can help, call us at **415-990-9360** or email [amplify@mission-minded.com](mailto:amplify@mission-minded.com) to see whether Mission Minded is the right fit for you.

## Project Overview

Write an executive summary that explains:

- *What kind of firm you seek*
- *What you want them to do*
- *When you need it completed*
- *Why you want it done*

## Organizational Background/Overview

This should be one or two paragraphs that explain who you are, what you do, where you're located, and why what you do is necessary and/or important. There is no need to include background like strategic plans, research findings, and the like. You can send those later to the consultant you choose.

## Mission and Vision

Include your mission and vision statements.

## Current Situation

Provide an overview of your current situation and challenges. What's happening in the organization right now? Who are your primary competitors? Why do you want to undertake a rebranding effort? Have you just completed a strategic plan? What are the major threats you face right now? Where are the opportunities? What positive outcomes do you foresee resulting from this branding effort? Be specific. "We want help with our communications" is not as clear as "We want new messages so that more major donors will know us, choose us, and remain loyal supporters." Outlining these details will help you find a consultant who's excited about your project.

## Project Scope and Deliverables

What do you expect the consultant to do on your behalf? Be as specific as possible about the services and deliverables, but don't prescribe how you want the work done. Let the experts recommend the best methodology for you.

Be clear if there are any elements of your existing suite of brand signals that you know you plan to keep—your name or logo, for example, and any rationale for that.

## Proposed Timeline

Explain what drives your timeline. Be realistic both about your time and the consultant's time. If you have wiggle room, share that as well. An aggressive deadline may drive up costs. If there is no hard deadline don't feel a need to specify one. That will allow your preferred consultant to recommend the most efficient approach.

## Budget

Explain what drives your timeline. Be realistic both about your time and the consultant's time. If you have wiggle room, share that as well. An aggressive deadline may drive up costs. If there is no hard deadline don't feel a need to specify one. That will allow your preferred consultant to recommend the most efficient approach.

## Proposal Requirements

### FIRM INFORMATION

Provide agency's name, address, URL, and telephone. Include name, title and email address of the individual who will serve as agency's primary contact. Include a brief description and history of your firm.

### PROJECT APPROACH

Explain your project approach, style, and process.

### PROVIDE BIOGRAPHIES OF KEY STAFF

Include a summary of experience of all key staff.

### EXPERIENCE

Proposals should include a list describing projects that are similar in scale to ones that your firm has completed. Where possible, highlight work for analogous organizations.

### SCHEDULE AND TIMELINE

Proposals should include the estimated project duration.

### COST

Proposals must include the estimated cost for all work and list of anticipated expenses.

## Deadline

Submit your proposal by \_\_\_\_\_.

## Submit to/Contact

Name \_\_\_\_\_

Direct Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

*Specify whether or not the proposal contact is also the project leader. If not, include the name and contact information of the project leader.*

## Learn More

Mission Minded is a strategy and creative firm that helps good causes have greater impact.

We believe the organizations that make our world better need to be unapologetically bold.

Every day, we ask “what if?”—unlocking new ways to fire up your supporters. Because when your community is united by magnetic ideas, they’ll stop at nothing to help you achieve extraordinary results.

To find out how Mission Minded can help your organization, call us today at **415-990-9360** or visit **Mission-Minded.com**.