

TEMPLATE

Branding Project RFP

Mission Minded's Free Template

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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 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

Share your anticipated budget, range, or not-to-exceed figure. Most consultants will use the budget range to determine whether the project is a good fit for the way they work. It's unlikely you'll get a big price break by being cagey. Being clear about what you can spend, or a figure you cannot exceed, will save you time by weeding out consultants that are not in your price range. It will also allow those firms that do bid on your job to accommodate your budget most efficiently. No nonprofit has as much money as they wish. Your consultant's job is to figure out how best to allocate your budget so you get maximum impact.

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 branding firm that works exclusively with nonprofit organizations.

We believe that a brand that sets you apart is essential to a nonprofit's success. Every day we guide nonprofits to uncover the big, bold idea that will attract more people to their work. Because in today's world, a worthy mission is not enough. You've got to communicate what makes you unique at every opportunity.

Our clients successfully raise more money and attract the support they need to achieve their goals. To find out how Mission Minded can help your organization, call us today at 415-990-9360.