

TEMPLATE

# Branding Project RFP

## Mission Minded's Free Template

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Thanks for downloading this RFP Template. We hope you'll find it useful as you plan your branding project. In addition to this template, we've developed two other resources you are likely to find helpful.

[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 hope we can be helpful along the way. Call us at 415.552.9360 or email [amplify@mission-minded.com](mailto:amplify@mission-minded.com) to see whether Mission Minded is the right fit for your project.

## Project Overview

Write an executive summary that explains:

- What kind of firm you seek
- What you want them to do
- When you need it done
- 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 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 branding challenge? 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

What do you expect the consultant to do on your behalf? You may want to include some or all of the following:

- Conduct research of our primary internal and external audiences to determine their perceptions of our brand
- Audit the organization's print and digital communications to determine what explicit and implicit messages are being sent
- Develop a brand strategy that specifies the organization's primary audiences, brand values, personality, value proposition, brand positioning, and brand promise
- Develop brand messaging and train staff on its use
- Lead the development of a new name for the organization
- Create a new tagline for the organization
- Establish a new visual identity for the organization and create a visual identity standards manual or brand book that governs the use of the identity
- Develop print collateral (This could include many different things, including brochures, letterhead, business cards, PowerPoint template, annual report, case for support, and/or viewbook. You should specify what you hope to receive.)
- Website (Make sure to list out the requirements of the site. This may require a separate RFP or addendum.)
- Guidance on brand launch
- Other

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

## Required Deliverables

Tailor this to your needs. You may choose to include:

- Findings summary and brand strategy document
- Key Messages
- Name
- Tagline
- Visual Identity with logo files saved in EPS format
- Brand Book or Visual Identity Standards Manual
- Print collateral and templates (list)
- Website
- Board and Staff Training
- Other

## 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. Most consultants will use the budget range to determine whether the project is a good fit for their services. 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 to allocate your budget so you get maximum impact.

# Proposal Requirements

## Firm Information

Provide agency's name, address, URL, telephone, and fax numbers. 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

Please explain your project approach, style, and process.

## Provide biographies of key staff

Please include a summary of experience of all key staff.

## Experience

Proposals should include a list describing projects that are similar in scale that your firm has completed. *Please include at least one in-depth case study that includes a limited number of creative samples.* Where possible, highlight work for analogous organizations.

## Schedule and Timeline

Proposals should include the proposed work schedule, timeline, and deliverables resulting from each task outlined in section II. The contract is expected to begin \_\_\_\_\_ and should be completed by \_\_\_\_\_.

## Cost

Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the schedule/timeline.

# Deadline

Please 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 nonprofits, independent schools, and foundations. We believe you only reach your highest potential if people understand the importance of your work—not just what you do, but why it matters.

Every day we partner with clients like San Francisco Opera, Yale Center for Emotional Intelligence, and the Denver Art Museum to help them determine the brand—or reputation—for which they want to be known. Then we help them bring that brand to life through key messages, logo design, web design, and more.

As a result, 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.