



Request for Proposals Nonprofit Brand Strategy and Development

Date Issued: August 16, 2021

Proposals due by 5:00pm on September 10, 2021 and should be submitted to:

Amy Funk, afunk@twbfundraising.com

Community Nutrition Network and Senior Services Association (CNNSSA) and the Meals on Wheels Foundation of Northern Illinois (MOWFNI) are seeking proposals from qualified firms or individuals to provide Nonprofit Branding consulting services in accordance with this Request for Proposal.

Overview of Organization:

The mission of CNNSSA, together with sister organization MOWFNI, is to provide meals and resources to older adults and persons with disabilities and assist them in leading active and healthy lives, working to grow resources and programs for older adults in Cook, Grundy, Kendall, and Will County. CNNSSA is one of the largest senior meal providers in the nation. In 2021, CNNSSA expects to serve 1,000,000 meals to 7,500 seniors across its 3,000 square mile service area in Grundy, Kendall, Will, and suburban Cook Counties. CNNSSA offers home-delivered, hot meals five days per week from 18 meal distribution hubs as well as meals and social activities at 19 group dining sites. Over 800 volunteers each year make deliveries, check-in calls, and more.

CNNSSA incorporated as a not-for-profit 501(c)3 in 2000, and has been serving Grundy, Kendall, and suburban Cook Counties since 2005. Programming expanded to Will County in 2020. The Meals on Wheels Foundation of Northern Illinois (MOWFNI), also a 501(c)3, was created in 2001 as the fundraising, community outreach and public awareness arm of CNNSSA. MOWFNI's purpose is to gain philanthropic and charitable support for CNNSSA's programs and its main activity is fundraising.

Scope of Work:



Our mission is to provide meals and resources to older adults and persons with disabilities and assist them in leading active and healthy lives.

CNNSA and MOWFNI are seeking to retain a qualified firm or individual to provide brand strategy consulting services to evaluate and update the CNNSA and MOWFNI brands, including logos, organization names and taglines, graphic identities, and more. In addition to updating current branding, this process will also address how the CNNSA and MOWFNI brands may be comingled and/or differentiated. The organizations are currently undergoing a combined strategic planning process, and the key initiatives and goals of the strategic planning process will be determined before this brand strategy and development project begins.

CNNSA and MOWFNI would like a proposal that exemplifies the primary goals and objectives to be achieved by the branding initiative and process:

- Uniformity – Brand elements should convey a common message and image to audiences.
- Endorsement – The brand must be authentic and resonate with clients, employees, donors, and community groups throughout the region in order to gain the broadest possible support for the organization.
- Flexibility – The brand must be flexible and adaptable in order to meet the needs of a variety of departments and functions within CNNSA and MOWFNI as well as external stakeholders. It must also be flexible enough to grow and evolve along with any changes in the market.

Scope of Services:

Project Management – The consultant will lead all aspects of the branding initiative, including the following:

1. Research – Research will be the basis for the development of a brand concept, creative elements and the overall brand initiative.
 - a. Identifying the key elements of CNNSA and MOWFNI.
 - b. Analysis of current efforts and existing creative elements such as logos, tag lines, and creative designs.
 - c. designs.
 - d. Analysis of competitor marketing strategies.
 - e. Measures that will be used to determine if the branding effort is successful.
2. Facilitate the research process and/or testing of the new brand - Include descriptions of community engagement efforts that will take place during this process. The consultant will be expected to employ creative means of public engagement to ensure that all segments of the community are aware and involved in the project.



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3. Strategy development – The consultant will develop strategic objectives that will include implementation, management and ongoing promotion of the brand to include, but not be limited to the following:
 - a. Promotion of the use of the brand among many CNNSSA and MOWFNI community groups and stakeholders while maintaining brand integrity.
 - b. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.
 - c. Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.

4. Creative/Development of Brand – The consultant will develop creative elements that may include design concepts, logos, messages, tagline, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design will be delivered with a style manual and guidelines for use and the capability of use in the following:
 - a. Print and electronic advertising
 - b. Website design
 - c. Media placement
 - d. Public Relations
 - e. Donor engagement
 - f. Outdoor signage and brand recognition

5. Implementation Matrix – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow staff to understand the approach and work plan. An Action Plan should include, but not limited to the following:
 - a. Estimated costs/budget associated with the implementation process.
 - b. Proposed timelines for the development of creative elements.
 - c. Recommended positioning logo and brand guidelines.
 - d. Implementation plans for brand identity applications and brand identity maintenance plan.
 - e. Potential funding sources

6. Evaluation Plan – The consultant will develop a plan for ongoing evaluation of the brand’s effectiveness and reporting of results of the strategy to the steering committee, key stakeholders and the public.



Deliverables:

- Minimum monthly reports outlining significant meetings, discussions, actions and results.
- Qualitative and quantitative analyses of current image and positioning.
- Presentation of the proposed brand identity to the Board of Directors
- A final report that includes:
 - Implementation matrix for brand identity applications and brand identity maintenance plan.
 - Detailed implementation schedule based upon available research.
 - Estimated costs/budget associated with the implementation process.
 - Comprehensive brand guidelines in a user-friendly format.

NOTE: The detailed scope of services will be negotiated at the time of contract development.

Proposal Process:

The following components should be included in the proposal:

- 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.
- Portfolio – If available, please provide a direct link to an online portfolio or work samples.
- Project approach - Explain your project approach, style, and process.
- Provide biographies of key staff - Include a summary of experience of all key staff.
- Experience – Provide a list describing completed projects that are similar in scale and complexity. Where possible, highlight work for analogous organizations.
- Services – If applicable, please list additional services, such as website design or implementation of the brand recommendations, that your firm offers. (This will not be used in the selection process.)
- Schedule and timeline - Proposals should include the estimated project duration and length of each phase.
- Cost - Proposals must include the estimated cost for all work and list of anticipated expenses. Proposals should specify which fees are proposed on a “not-to-exceed” basis, describe any conditions attached to the fee proposal and explicitly state which costs are included in the fee proposal versus those that are to be reimbursed.
- References - Provide the names, phone number, contact person and mailing address of at least three references for which similar services have been provided in the last two years. Indicate for which of the references the candidate has provided services and the capacity of these services.



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Information must be complete and in compliance with the terms, conditions, provisions and specifications of the Request for Proposal. Proposals should not exceed 15 pages including all graphics and/or attachments. Proposals must be submitted to Amy Funk, afunk@twbfundraising.com via email by 5:00 pm on September 10, 2021.

Evaluation of Proposals:

CNNSA will review all proposals and may select up to three proposals for further evaluation. The final three firms may be invited to make a presentation to the Foundation Board of Directors. If interviews are to be held, the firm will be notified a minimum of one week in advance. Based upon this further evaluation, CNNSA will select the proposal which best fulfills their requirements. Proposals will be evaluated on the basis of the firm's overall qualifications and experience, responsiveness to the Request for Proposal process and general provisions, understanding of the Scope of Work as evidenced by the services offered, references and costs.

Tentative Schedule

RFP Release	August 16, 2021
Candidate Questions Cutoff Date	August 27, 2021
RFPs Due	September 10, 2021
Evaluation Period	September 13 – October 1, 2021
Contract signed no later than	October 15, 2021

Award:

Notice of contract award will be made prior to October 15, 2021 to the firm or individuals whose proposal complies with all the requirements in the Request for Proposals and is found to be the best candidate for the position.

Questions:

Questions regarding this proposal or the Foundation should be submitted to Amy Funk by email at: afunk@twbfundraising.com.