



Request for Proposal

Hillsides Brand Platform, Website Redesign and Social Media Strategy

Hillsides Commitment

The release of this Request for Proposal ("RFP") does not imply any commitment or obligation on the part of Hillsides ("Hillsides") or any of its representatives to accept in whole or in part any response submitted. The vendor cannot rely on any commitment made by Hillsides to secure vendor's services pursuant to this request for information or vendor's proposal, in whole or in part, unless the commitment is made in writing and signed by the authorized person.

I. BACKGROUND

Founded in 1913, Hillsides is a community-based social service nonprofit that serves vulnerable children, youth and families living in the Los Angeles County. Components of Hillsides' programs include: residential treatment, special education center, family-centered services, supportive housing for former foster youth, and advocacy. Hillsides will be celebrating its centennial in 2013. Presently, Hillsides is undergoing real-time strategic planning with several programs. A new vision for the next hundred years is essential and the executive management realizes the opportunity to launch a rebranding campaign in congruency with reaching the centennial.

In Hillsides' history there has not been a formal branding strategy. In the past, Hillsides has redesigned its logo, created a tagline, and interviewed key stakeholders for the purpose of determining the agency's communications needs. However, brand research and interviews for the purpose of messaging and positioning Hillsides to clients, donors, volunteers, and general public has not been done. Hillsides realizes the need to rethink and reevaluate its brand and position in the community.

This project seeks to address Hillsides needs by working closely with a communications and design firm to develop/produce the following:

1. An appropriate brand platform, inclusive of identity and communications strategy for Hillsides, that:
 - represents its broad mission within the context of the overall Hillsides identity;
 - represents its message positioning in relation to the sub-brands, which are: Residential Treatment, Hillsides Education Center, Hillsides Family Center, including the Community Center, and Youth Moving On;
 - represents its message in relation to the support groups that raise awareness of Hillsides' mission, which are: H100, Hillsides Guild, and Hillsides Volunteer Network (see below); and
 - supports an overarching communications framework, inclusive of media relations and organizational communications that addresses employee and donor communications.

Note: Hillsides' three volunteer support groups raise awareness of its mission and fundraise to support the services and programs it serves to children, youth and families. The three groups are: 1) Hillsides Volunteer Network hosts children's outings every other month and is comprised of professionals in the community. They also host one event in the community to raise funds for the work they do; 2) Hillsides Guild is comprised of women who raise funds by planning three events. The members sponsor children's events and adopt a few cottages for seasonal activities; and 3) H100 is a new volunteer group made up of young professionals and couples who will become the next generation of leadership. A few fundraising events are planned for these members.

2. Consistent graphic design elements to support ongoing communications activities within that brand identity framework, including:
 - logo redesign and tagline;
 - additional graphic elements/templates for use with various collateral, such as PowerPoint presentations, brochures, flyers and letterhead
 - design and graphic guidelines, including color palette recommendations
3. Design, structure and development plan for a fundamental reorganization of HillSides' websites (www.HillSides.org and www.HillSidesEducationCenter.org) based on the brand identity. The firm will:
 - work closely with HillSides and IT personnel, as well as administrators, throughout the course of the project;
 - analyze the current content and the websites' future needs, and develop a new content navigation system for the websites;
 - program templates for the home page, subpages and a handful of other templates for specific types of content, including 2-3 for administrative forms;
 - generate a content management system; and
 - include an e-commerce section and the ability to upload video.
4. A comprehensive and sustainable social media strategy to leverage new technologies to build communities and support HillSides communication within the brand identity.
 - The firm will evaluate effectiveness and make any necessary adjustments to the current social media tactics.
 - NOTE: HillSides has an existing FaceBook page, Twitter account, MySpace page, and LinkedIn account that may need to be overhauled or retrofitted as part of the overall social media strategy.

II. GOALS AND OBJECTIVES

The intent of this RFP is to identify a company with whom HillSides can enter an agreement for the provision of services that address the above identified needs. Accordingly, your company is being asked to provide a proposal to this end.

III. RFP PROCESS AND REQUIREMENTS

Proposals will be evaluated by HillSides Centennial Committee, Board of Directors, and several administrators. Some proposers may be invited for presentations after the initial review period.

This transaction shall be governed by an Agreement substantially similar to the attached form, which is hereby referenced and incorporated as part of this document. Certain changes will be made to address the particular services offered by the successful Proposer, but not to the Terms and Conditions. Any changes to the Terms and Conditions must be identified in the Proposer's response to this RFP. Material changes to the Terms and Conditions may be rejected by HillSides at its sole discretion.

Key Action Dates

May 19	Request for Proposals issued
May 31	Deadline for questions regarding RFP
June 10	HillSides Response to Questions
July 8	Proposal Due Date

Proposal Modification or Withdrawal

No modification of submitted Proposals will be permitted in any form. Any Proposal may be withdrawn prior to the time set for the receipt of Proposals.

Proposer Representation

Each Proposer, by submitting a Proposal, represents that he/she has: read and completely understands the RFP and associated documents and based the proposal upon the requirements described in the RFP.

Proposer Questions/RFP contact person:

Marisol Barrios
Director of Communications and Advocacy
Hillsides
940 Avenue 64
Pasadena, CA 91105
323-254-2274 ext. 274
mbarrios@hillsides.org

Proposal Due Date, Time and Delivery Location:

1. Original and Copies. Proposers are instructed to submit one (1) signed original and seven (7) identical copies. Each submittal must be loose leaf and clipped together (no binding please) with a Table of Contents and Tabs.
2. All responses should minimize references to the proposing company's identity (company name, abbreviations and logos) to facilitate blind evaluation of proposals received.
3. Electronic submission. In addition to the printed copies of the proposal, proposers shall submit one (1) copy in PDF format and emailed to RFP Contact Person. Brochures and collateral materials may also be submitted as PDF files.
4. Proposals must be received at the following location on or before the Proposal Due Date and Time:
5. Proposals received after the Proposal due date and time will not be accepted

IV. FORMAT FOR RESPONSE

Section 1 – RFP Response Information

Section 2 – Pricing

Section 3 – Proposed Services

Section 4 – Company Information and References



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Response

If your typed responses will not fit in the response areas in the tables below, please add additional pages with numbered responses as necessary.

SECTION 1 – RFP RESPONSE INFORMATION

1. Name of company including other names under which the company has operated and name of the parent company (if applicable)
2. Provide name of key contact for this proposal, address, phone, email address, and your company's website.
3. Please specify in detail any and all changes to the Hillsides' agreement form that you would require.
4. I certify that no Hillsides' employees and/or near relatives hold a position in my company.

Please sign: _____

5. Is there any added-value service that you would like to submit for the Hillsides' consideration? If so, please provide full details.

SECTION 2 – PRICING

6. Provide a project cost based on how much time your company expects to complete deliverables, including design, revisions, meetings, research, etc. Specify the number of hours and the hourly rate or rates for each of the tasks below, along with a subtotal for that task. Keep any expenses or direct costs for which your company would expect reimbursement related to delivery of any of the tasks separate from your company's fees, and provide details of them and a subtotal for expenses and direct costs also. The project cost should be broken down into the following categories:
 - analysis/creative brief (background research, meetings, interviews to kick off the project, surveys, etc.)
 - design of logo and other graphic elements
 - website design
 - social media strategy
 - expenses and direct costs

Provide the total **project cost** (the sum of all the above sub-totals).

7. Provide estimate (hourly rate) for optional implementation support, such as:
 - migrating content from the old site to the newly designed templates.
8. Provide estimate (hourly rate) for the following services, which may be required during or after the website redesign process:
 - photography / art direction
 - video production / editing

SECTION 3 – PROPOSED SERVICES

- 9. Provide a detailed description of the approach and methodology your company would use to deliver the proposed services. This description should expand and explain the cost breakdown and total cost specified in your response to item 6 above.
- 10. Provide the name and title of the person who will have the overall responsibility for delivery of the services to Hillside. Provide resumes of this individual’s background, training, experience and length of time with your company. Specifically discuss the individual’s experience with projects similar in size and scope of the project described in this RFP.
- 11. Number of staff who would be supporting this project (please specify position titles and roles).

SECTION 4 – COMPANY INFORMATION AND REFERENCES

- 12. Number of years your company has been in the business under its current name.
- 13. What partnerships or subcontracts do you have with other vendors in the delivery of the proposed services?
- 14. What percentage of your company business involves work of the nature this RFP seeks?
- 15. Why should your organization be considered for our project? What is the most important value that you can bring to our agency?
- 16. Is your company currently involved in any legal actions that would have significant adverse effect on its operations?
- 17. Provide specific reference information for three (3) organizations for which you are currently providing, or have recently provided, services of this nature. Include the following:
 - Client name, address, phone number and contact name.
 - Include the date the client began using your services.
 - Briefly describe each client’s project and the successes/challenges/solutions.

I have read and completely understand the Hillside Brand Platform, Website Redesign and Social Media Strategy RFP and associated Agreement form and based the above proposal upon the requirements described in the RFP.

AUTHORIZED SIGNATURE

DATE

PRINT NAME OF AUTHORIZED SIGNATURE

COMPANY NAME