Omega Phi Alpha Request for Proposal
Brand Redevelopment & Website Design

Proposal deadline by midnight on October 29, 2014

Omega Phi Alpha National Service Sorority (OPA), a nonprofit organization with 30 chapters and 5000+ alumnae worldwide, has issued this Request for Proposal to obtain submissions from responsible vendors to establish a contract for two areas:

• Brand Redevelopment and New Brand Identity
• Rebuilding and Redesigning the Website

Vendors can make proposals on Brand Redevelopment only and/or provide one package proposal for both, contingent on successful completion of the branding review stage by OPA.

A significant basis of the award will be that the selected vendor will commit contractually to provide the specified package of services in accordance with OPA's requirements.

If awarded, the contract will commence on November 15, 2014, or the date the contract is signed by both parties. The performance period will be determined by the production schedule and approved timeline for delivery, but not beyond the period of one (1) year from November 15, 2014 through November 15, 2015.

I. Brand Redevelopment and New Identity/Logotype

Background
OPA desires to establish strong, professional brand awareness—especially with increasing expansions across the US, and recruitment efforts within the chapters. In addition, OPA wants to solicit fundraising and partnership opportunities from alumnae, parents, friends and businesses in preparation for the 50th anniversary in 2017.

OPA's mission of service provides a specific foundation for the organization. The motto contains positive messages, but the written and visual presentations of these perceptions are not consistent.

Omega Phi Alpha also seeks to distinguish itself from the numerous and often larger memberships of social sororities and fraternities.

OPA uses various emblems and insignia but does not have a logo or very specific brand identity plan or guidelines. The symbols include a crest, coat of arms, Greek letters, chevron and the yellow rose. The mascot is the Raggedy Ann doll. More recently, the bee was reintroduced as a service symbol. The OPA colors are dark blue, light blue and golden yellow. No Pantone, CMYK or RGB colors have ever been specified.

An identity and logo plan was drafted in 2012–13 but rejected, and the project was not approved and discontinued. Limited files and graphics from that project are available for reference.

Scope of Work
OPA seeks a firm with proven track record for creative excellence in brand development and execution to help develop a brand platform including positioning, personality, differentiation and value proposition. Develop brand strategy as well as brand architecture. Develop good stories that establish credibility and authenticity. Evaluate existing symbols and create new brand identity including new logo design with comprehensive standards and guidelines.

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II. Website Rebuild and Design

Background
A website is an essential marketing tool in today's business world. OPA severely lacks an informative online web presence and inferior user experience.

OPA's current website does not represent the organization well or provide the required functions and navigation needed for our audiences. It is outdated, visually boring, not user-friendly, and contains no connectivity capabilities.

The website should be the central location for member recruitment, collegiate and alumnae services, with an improved content management platform, search capabilities, links to directory/database sites and social networks.

A new website project began in 2012 but was not implemented. A sitemap and some content were developed and could be revised for this new project, in addition to the content from the current site http://www.omegaphialpha.org.

Scope of Work
OPA is requesting the development of a new website using responsive design for proper display across multiple devices. The site should be creative, innovative and attractively present the new brand while highlighting our mission and principles using current technology to maximize the user experience. Written content will be provided.

Inquiries

Questions related to this RFP may be sent to Thea Moritz, national vice president of communications. Submit questions by email to comm@omegaphialpha.org. Bidders must understand that the only official answer or position of the organization will be stated in writing.

Method of Source Selection

OPA is using a competitive proposals method of source selection, as authorized by their procurement procedures, for this procurement.

An award, if made, will be made to the responsible bidder whose proposal is most advantageous to OPA, taking into consideration price and the other factors set forth in this Request for Proposal. OPA will not use any other factors or criteria in the evaluation of proposals received.

OPA may, as it deems necessary, conduct discussions with responsible bidders who are determined to be reasonable candidates for selection to clarify and assure full understanding of, and responsiveness to, solicitation requirements.

Proposed Timeline for RFP

The following projected timetable should be used as a working guide for planning purposes. OPA reserves the right to adjust this timetable as required during the course of the RFP process.

Event	Date
RFP Release Date	October 8
Submission of Questions on RFP	October 15

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Notification of Intention to Bid	October 22
Answers to questions emailed to all bidders	October 22
Proposals Due	October 29
Complete Evaluation of Proposals	November 10 (week of)
Finalist Interviews	November 17 (week of)
Proposal Award Date	November 24 (week of)
Complete Contract Negotiations/Execute Contract	December 1 (week of)
Initial Meeting	December 8 (week of)

Proposal Guidelines

- This is an open and competitive process.
- Proposals received after midnight, Wednesday, October 29, 2014, will not be considered.
- Subcontracting is not permissible.
- Three individuals/design firms/agencies will be selected for consideration and final interviews.

Proposal Submissions

- Designers, design firms and agencies with strategic brand development and website development experience are welcome to submit a proposal to OPA.
- Proposals are due no later than midnight Wednesday, October 29, 2014.
- Proposals will be submitted electronically only to comm@omegaphialpha.org
- Those submitting a proposal for brand and web development must meet the following requirements:
    - Have a proven success rate for brand development and web design/online development solutions
    - Have a brand development portfolio and submit three examples of work including a short description of the strategy for each project
    - Have a web design portfolio and submit three examples of completed work and include with each a short description of the project objectives and solution
    - Have the software, hardware and technical skills to design vector-based files and produce a website
    - Have a thorough understanding of OPA's vision and branding goals
    - Have a thorough understanding and experience with in the nonprofit industry

Evaluation Criteria of Proposals

- Review of brand portfolio and web design solutions
- Qualifications/recommendations
- Strategy assessment
- Intended approach
- Projected timeline and budget

RFP Deliverables

As part of your proposal please address the following:

- Describe who you are and what your best asset is. Include size of company and specialty. Choose three words to introduce yourself.

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- Provide substantial information documenting your qualifications, including ability, capacity, proven brand development and web design skills, and number of years of experience providing the required services.
- Describe your company's approach to brand development and website design.
- Provide a project plan with details on how the brand development and web development process will be provided with each stage documented using milestones and evaluation in a production schedule timeline.
- Provide important technology information and specifications recommended for platform, language and software that would be used.
- Provide a project budget that includes the project rate in which your firm will provide the work described in this Request For Proposal and an hourly rate for subsequent work that may be required or deemed necessary.
- Identify who will be involved on your project team, including their relevant experience/credentials.
- Provide examples of at least three recent branding and three web development projects you have completed in the past three years that would be relevant to our organization, including with each a short description of the project objectives and solutions.
- Submit a portfolio link that includes at least 10 examples of branding solutions and 10 examples of website design projects
- Provide within the document three names of references who have used your services.
- Include the name, title and contact details of person(s) submitting proposal and if needed who to approach for clarification on the submitted proposal.
- What experience have you had working with similar nonprofit membership-based organizations?
- Describe solution options for the components that we require and an innovative concept as to how we could improve our brand awareness and build an online presence in a cost effective approach.

Delivery of Proposals

Proposals are due and should be submitted no later than midnight on Wednesday, October 29, 2014.

Point of Contact

Any questions or comments as well as complete proposals should be directed by email to:
Thea Moritz
Vice President of Communications
Omega Phi Alpha National Service Sorority
comm@omegaphialpha.org

Only electronic submissions will be considered.

Projected Timeframe

- Brand review/development and identity should be completed within 3 months
- Web design and development should be completed within 4 months from completion of brand development, but can also work in tandem if feasible.

The final delivery date for all new branding and completed functional website is **June 1, 2015**, under the assumption that no sacrifices are made with all agreed-upon requirements and solutions completed.

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OPA Mission and Purpose

OPA Mission
The mission of Omega Phi Alpha is service. We provide opportunities for leadership and friendship through training and participation in service activities. Our hope is that our members will become lifelong, service-minded leaders. We strive to better the lives of others worldwide by collaborating with organizations and volunteering through a flexible service program.

OPA Purpose
The purpose and goals of this sorority shall be to assemble its members in the fellowship of Omega Phi Alpha, to develop friendship, leadership, and cooperation by promoting service to the university community, to the community-at-large, to the members of the sorority, and to the nations of the world.

OPA Motto
Today's friends, tomorrow's leaders, forever in service

OPA Cardinal Principles
Friendship, Leadership and Service

Overall Target Audience

OPA Members
- Active chapters on university and college campuses
- Alumnae chapters located at District Level and Regional
- Alumnae who live across North America and abroad
- Parents of active members
- Members, alumnae and national officers are volunteers

Prospective Members
- Recruitment of college-age students for membership
- Interested groups for expansions on new university or college campuses
- Parents of prospective members

Donors
- Members—collegiate or alumnae
- Potential sponsorships—private and corporate
- Community partners
- Other nonprofits seeking opportunities for partnerships and service projects

I. Brand Development and Identity Development Phase

Possible aspects to consider in reviewing brand health and redevelopment:
- Review current set of symbols and mascot for brand strength
- Distinguish our service sorority from social sororities
- Recognize national organization rather than just a local chapter
- Audience range: college-aged students during recruitment to middle-aged professional and executive alums

- Incorporate the cardinal principles—friendship, leadership, service
- Expand awareness to community and donors to increase fundraising for the organization
- Develop new brand and logo

New Identity (Logo)
The ideal identity should include but not be limited to the following design aspects:
- Initial concepts should include designs that reflect OPA's vision and brand strategy
- Have visual impact and high design integrity
- Work in a variety of media (print, online, clothing, merchandise, outdoor signage, etc.)
- High resolution vector files that have ability to be reproduced in various sizes
- Possible tagline "Friendship, Leadership and Service" but also work without a tagline

Other Key Elements
- Official colors are dark blue, light blue, golden yellow, but need official Pantone, CMYK, RGB equivalents
- A chevron has always been a symbol through out our history and is the name of our quarterly publication
- Other symbols are the Greek letters, crest, coat of arms, Raggedy Ann, bee. Determine if all are necessary.

Contractor Responsibilities

Evaluate current branding and present OPA with a new professional brand strategy including a brand identity centered around the use of a new distinctive logo. All forms of communication whether official or informal, printed or online, should maintain a consistent, uniform, professional looking brand message and identity to represent OPA.
- Review and evaluate current brand strength based on criteria such as authenticity, consistency, differentiation, responsiveness
- Create new brand identity with usage and logo guidelines
- There should be at least five initial logo design concepts presented during Round 1.
- There should be at least three design concepts presented during Round 2.
- There should be at least three rounds of revisions included within the final development of the selected logo design concept.
- Provide consistency through branded templates for all forms of digital communication and social media

Contract Deliverables

The scope of the contract should include but not be limited to the following deliverables:

Brand Platform
- Documented set of beliefs and assets that create value and influence behavior
- Brand positioning statement and brand promise
- Defined brand personality and brand architecture
- Agreed-upon brand messaging and strategy

Brand Identity Final Logo Files
- Files in EPS, JPG and PNG formats
- Four-color version on white background
- Four-color version on dark background

- Gray-scale version
- Black-only version
- Reversed out version

Updated Versions of Crest and Coat of Arms
- Recreate to make more current and provide better resolution eps/vector files

Logo Usage Guidelines Document (PDF to post online)
- Approved color palette (PMS, CMYK, RGB, grayscale)
- Examples of correct usage of the logo with tagline and without tagline
- Sizing guidelines
- Guidelines and examples of the clear zone
- Examples of incorrect usage (color, size, proportion, background, etc.)
- Font recommendations

II. Website Development Phase

State of Current OPA Website
- Lacking creative and appealing design—very plain and bland
- Inconsistent brand presentation
- Lacks functionality and proper navigation
- Better content management tools
- Needs improved user experience. Nothing to entice a visit to the site or keep them there
- Lacking visual stimulation, imagery/photography and capability of video feed
- No search engine optimization or website statistics
- Streamline links to database/forum. Better social media and blog links
- In desperate need of complete overhaul

Website Project Goals

The new website should use responsive design for multiple devices to creatively and attractively present our brand and highlight our mission and principles using current technology to maximize the user experience. The site should also be the central resource for rapidly expanding recruitment efforts and partnership opportunities. The website should be the central location for member recruitment, collegiate and alumnae services, with an improved content management platform, search capabilities, links to directory/database sites and social networks.

Web Design Style

Look and feel should incorporate sophistication and professionalism and be visually appealing using responsive design for compatibility across all mobile devices. The site needs to reflect these variables:
- Welcoming and inviting
- Present new brand development solutions in content and visuals
- Appeal to young students during recruitment to middle-aged professional and executive alums
- Contemporary but not too trendy to be out of date in 3 to 5 years

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The ideal website should include but not be limited to the following design aspects:
- Initial design concepts should include designs that reflect OPA's vision and new brand strategy
- Have visual impact and high design integrity
- Organizational flow
- Functionality – aesthetics to interweave
- Integration to make varying aspects coherent

Written Content and Photos

OPA will be providing the copy, content and photography for the new website.

Content Management

OPA will have a web editor who will be responsible for daily maintenance and content changes. Depending upon which platform is selected, we will need instructional training to review the content management system. Currently we are on an older version of Wordpress which is updated by Adobe Contribute.

Required Elements and Deliverables

- Restructured site map and wire frame navigation
- Improved Content Management that provides additional functionality with updating ease
- Responsive design for mobile compatibility
- Rotating or kinetic imagery
- System-wide search capability and search engine optimization
- Embed keywords on home page (service, leadership, community outreach, women, volunteer, etc.)
- Increase search capabilities in hopes of creating more traffic and to use as a recruitment tool
- Traffic reporting and analytics
- Well-tested production-ready website
- Incorporate consistent brand across all pages
- Links to social media

Budget for Both Projects

Being a nonprofit organization, OPA would like to maintain a budget not to exceed $9,750 for brand redevelopment and $26,950 for web redesign. Total for both would be $36,700.

Contract Terms

All contracts are subject to review by legal counsel, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

The contractor will be considered an independent contractor of OPA and not an employee. As such, the contractor is responsible for all applicable taxes associated with the payments.

Delivery of Proposals

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Point of Contact

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