



RFP Acceptance Period: From 7/8/2016 - 8/1/2016

Project Summary:

Green Dot, etc., Inc. is seeking proposals to provide a brand redesign for our nonprofit, a fee based organization that is establishing a fundraising program for the first time. This Request for Proposal (RFP) presents background on Green Dot, etc. as well as an outline for the scope of work to be accomplished by the consultant or consulting agency contracted. If your company wishes to be considered for this opportunity, please submit a written proposal that addresses the points detailed in this RFP no later than Monday August 1, 2016. Selection of a service provider will take place in early August and the consultant or consulting agency notified by Friday August 12, 2016.

Organization Background

eetc. is an organization built on the premise that we can measurably and systematically reduce power-based personal violence (i.e. sexual assault, partner violence, stalking, and child abuse) within any given community. We believe current research across disciplines, in combination with lessons learned from history, provide nearly all of the necessary puzzle pieces to create a successful model for violence prevention. By engaging intrinsic motivation and harnessing the collective power of individual actions – we believe communities and societies can be changed from the inside out. Given this foundation of knowledge, we believe any group, committed to equipping themselves with the necessary skills and willing to let go of historically ineffective approaches, has the capacity to implement a successful violence prevention strategy. Though the primary mission of eetc. is the reduction of power-based personal violence, we also recognize the inextricable link between effective prevention and effective intervention. As such, Green Dot etc. includes, within its mission, the strengthening of intervention services and strategies across forms of violence.

Our mission: At Green Dot etc. our mission is simple. We want fewer people to be hurt by power-based personal violence. We know that just about everyone has some connection to the issue of power-based personal violence, either directly or indirectly. As such, we are committed to an approach that empowers all members of a given community to intersect with this issue as a part of the solution. We believe that by understanding and addressing forces that stifle action (i.e., fear, fatigue, uncertainty,

cultural messages), we can work with individuals and communities to generate realistic solutions that are perceived as manageable and actionable. We believe in the collective power of individual choices – and that by understanding barriers to action and generating realistic solutions, we can mobilize our communities to manifest their vision of a world in which this violence will no longer be tolerated.

Challenges

- We need to find an effective way to separate the product (Green Dot Strategy) from the organization (Green Dot, etc., Inc.), which has expanded to include a broad set of prevention products (e.g., consultation, program development, etc.).
- There is also a lack of consistent branding strategy. As we have evolved at the national and global level, organization branding has yet to evolve in stride.
- We need to revise the language in our mission, vision, goal, and philosophy statements and make them accessible to broad audiences.

Green Dot, etc. has been supported by fees for services and has not had a development office. We are currently working to build our capacity and diversity our funding base by starting a fundraising program.

Goals

1. Help articulate our message and communicate the mission of Green Dot, etc. and the value of the work we are doing to prevent personal power-based violence, capturing the positive results and success stories that are happening through our effective trainings and action in the community;
2. Boost brand recognition, build excitement, and attract support through a rebrand and new messaging;

Scope of Work

Green Dot, etc. wishes to partner with a consultant or consulting agency that can help us articulate and communicate our brand to assist us in advancing our goals as an organization. The successful bidder will be a consultant or organization that can demonstrate a proven track record in nonprofit branding/rebranding.

The selected partner will work closely with the Executive Director, Sr. Director of Development, Director of Communications and other staff and will work in conjunction with our website development firm to rebrand the organization, deliver an executable brand package, including reworking the mission and vision statements.

An audit of the current brand positioning, audiences and attributes, as well as strategic brand planning should begin and will need to be streamlined for use. Using the result of their audit and current brand positioning, the selected firm will produce the following project deliverables:

1. New organization name
2. Reworked mission, vision, goals and philosophy statements
3. Strategy and design of a new Green Dot, etc. brand creative, to include internal branding identity and style guide document, colors, logo, tagline, fonts, brand assets, other graphic elements, messaging document and a cohesive new design for promotional materials.
4. Branding package standards and usage guide
5. Creation of a launch timeline for the branding effort

The rebranding work is expected to seamlessly inform Green Dot, etc.'s website redesign, currently underway. The development of standards and usage guide should be developed with that in mind.

The successful service provider will work with Green Dot, etc. to establish agreed-upon goals with milestones, deliverables, timelines and metrics reporting whereby Green Dot, etc. can easily ascertain whether or not key success indicators are being met.

Budget

Please list out the costs or cost ranges for each phase of the project in proposal responses.

Agency Selection Criteria

To be considered, a service provider must be an individual or consulting agency with expertise in branding/rebranding nonprofit organizations. The consultant must be able to demonstrate ability to successfully create and support implementation of a

rebrand for nonprofit organizations and an understanding of Green Dot, etc.'s mission.

Selection Criteria include:

- Compliance with this RFP and demonstrated understanding of the project
- Detail of services to be provided
- Track record of success in developing and supporting branding plans, preferably for a nonprofit organization
- Qualifications of the consultant or agency

Proposal Guidelines

To be considered, please email indication of Intent to Respond via email upon distribution. A written proposal must be received by Green Dot, etc. at Gossaye@livethegreendot.com no later than 5:00pm (EST) on Monday August 1, 2016. Questions may be submitted via email. Required elements for responses are outlined in the next section of this RFP.

Electronic submissions are required. Following proposal submission and the initial review process, all respondents will be notified of the outcome. Face-to-face presentations will be scheduled based on submission finalists.

Selection of the successful service provider is anticipated on Friday August 12, 2016, with official services to begin as soon as possible following selection.

Proposal Required Elements for Response

RFP Contact:

Kalkidan Gossaye, Sr. Director of Development

Gossaye@livethegreendot.com

Office: (571) 483-5003

Cell: (317) 610-7858

- **Overview/Capabilities**
Please provide a brief overview and profile of your company and its experience providing services to nonprofit organizations similar to ours.
- **Services**
Describe how you differentiate your services from competitors including a description of client projects, campaign strategies, goals/results realized by organizations you worked with, your process and methodology with documented examples of your agency's experience in branding.
- **Evidence of Results**
Describe your experience with other clients that have had similar needs.
- **Recommended Approach**
Based on the information you have received from this RFP and from reviewing www.livethegreendot.com, describe how you would envision addressing the proposal needs. Describe your process.
- **Key Staff and References**
List the project team and provide a brief biography for each team member who would be responsible for working on the Green Dot, etc. project. Please provide a list of three client references that you have completed work for that we may contact.
- **Budget/Cost of Services**
Please indicate your fee structure and how you will charge our organization. Please suggest a line item budget that would encompass your proposed services.
- **Conflicts of Interest**
Please list any potential conflicts of interest that may be present in servicing Green Dot, etc., Inc.