



918 South IH 35 ● Georgetown, TX 78628
● Phone (512) 930-0965 ● Fax (512) 819-9348 ● Email info@wbates.org

Request for Proposal

Introduction and Background:

The Williamson Baptist Association is a faith based non-profit association whose mission is to assist its member churches in fulfilling their mission. It is located primarily in Williamson County north of Austin, Texas and its members churches are within or near that same county. It operates with three full-time staff including a director, associate director, and an administrative coordinator. There is also one part-time administrative assistant.

Administrative Information:

Proposals may be submitted to the WBA via email at info@wbates.org or by mail to:

Williamson Baptist Association
Attn. Director
918 S. IH 35
Georgetown, Texas 78628

Questions may be directed to: clint@wbates.org

Please make all contacts via email unless you are contacted otherwise by the WBA staff.

Dates:

Event	Date
RFP Distribution	2/08/2010
Questions from vendors	2/15/2010
Proposal due date	2/26/2010
Vendor selection date	3/22/2010
Vendor presentation date for final decision	3/29/2010
Beginning date of project	4/05/2010

The WBA is requesting proposals be submitted for a market research project and plan to rebrand itself to its member churches.

The project will consist of four phases:

Research

- The research will be conducted to determine what churches and church leaders know about and/or what they expect from the WBA.

Evaluation

- An evaluation of the current WBA services and church planting support in relation to the understanding and expectations from the churches as discovered in the research project.

Planning

- Completion of a rebranding plan to make a stronger connection between the requirements of the churches and the delivery of existing services by the WBA.
- Development of a marketing plan that will strengthen the connection between the WBA and the churches through rebranding.

Execution

- Advise and support implementation of an update of services and church planting according to rebranding plan to increase value to the churches.
- Advise and support update of WBA image, web site, information material, marketing, staff structure and other items to be determined in the process.

The project should result in a better understanding of the WBA by its churches and their leaders as evidenced by an increase in use of support and services.

Response requirements:

Each proposal should indicate how the firm will address the four phases of the project including a proposed timeline.

Research and evaluation methodologies should be described, as well as the planning process that will be deployed by the firm.

Contact information to identify where to send acknowledgement of receipt of the proposal and information regarding final decision.

Evaluation Criteria for Award of Contract:

1. Completion of a proposal that addresses all major areas of this RFP.
2. Experience of firm related to non- profit organizations – particularly faith based.
3. Firm's time in existence, personnel, and overall capacity to deliver each component of the proposal.
4. Evidence of firm's quality of work and ability to deliver projects on time.
5. Overall competitiveness of bid as it relates to the quality of work desired.
6. Firms in Texas will be given priority in consideration of travel requirements.

Acknowledgement:

The WBA will acknowledge receipt of all bids via email. At its discretion the WBA may also request interviews with its final candidates. The WBA reserves the right to change the timeline presented in this contract, to discontinue this RFP, or to determine not to engage any bidders on the proposal at its discretion.