



REQUEST FOR QUALIFICATIONS

for

Marketing Consultant

to the Corporation for Ohio Appalachian Development's

Community Development Services, Ltd.

Reference: CDS Ltd. Marketing RFQ 2012
Re-Issue Date: September 24th 2012
Submission Date: October 15th 2012
Deadlines for Inquires: October 5th 2012
Published Responses: Posted to COAD website at: www.coadinc.org by October 8th 2012

Summary

The original Request for Qualifications (RFQ) released by the Corporation for Ohio Appalachian Development (COAD) is recalled and this revised solicitation replaces previous iterations as a result of lack of response. In an effort to align the available agency budget for marketing services based upon inquiries and feedback, the scope of work has been revised to reflect a smaller scope and associated deliverables.

COAD is a private, non-profit community-based organization serving rural, mostly Appalachian, counties in eastern and southern Ohio has developed a wholly-owned for-profit subsidiary, *Community Developed Solutions, Ltd. (CDS Ltd.)*. COAD is seeking individual(s) or a consulting firm to develop a brand identity and marketing strategy to promote the portfolio of services in the home performance industry.

About COAD

COAD is comprised of seventeen Community Action Agencies that serve a 30 county area in mostly rural, southeastern Ohio. COAD has three major program divisions: Community Development, Early Care and Education and Senior Programs. COAD's mission is to provide a unified voice and representation for its member agencies and the constituents that they serve - primarily low-income families, children, and the elderly. Since 1971, COAD has worked to improve the quality of life for all residents of Appalachian Ohio. COAD operates the Ohio Weatherization Training Center (OWTC) and the Ohio Center for Lead Abatement (OCLA), both

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of which have a statewide customer presence in Ohio, as well as national notoriety in the federally-funded U.S. Department of Energy's Weatherization Assistance Program (WAP).

Identified Needs

COAD operates the Ohio Weatherization Training Center (OWTC) and the Ohio Center for Lead Abatement (OCLA), both of which have provided quality training in the residential home performance, energy efficiency/conservation; environmental remediation; and construction industries since 1980. Customers include private industry contractors, other nonprofits in the affordable housing arena, utilities, and the State of Ohio's Weatherization Assistance Program (WAP). Historically, training contracts and funding have centered on state and federal agency grants. As the market continues to evolve, new trends bring forth opportunities. In an effort sustain the work of the organization, COAD developed a new business model, a wholly owned limited liability subsidiary, *Community Development Solutions, Ltd. (CDS Ltd.)* to both integrate our training platforms and expand our services in training, technical support and services in the home performance and residential energy efficiency industry. CDS Ltd. seeks to engage a consultant to assist with development of a high-level branding and marketing plan to launch and operate CDS Ltd.

Scope of Work

The scope of work for CDS Ltd. will be to provide consulting services in development of a high-level branding and marketing plan for the new social venture, CDS Ltd. CDS Ltd. is seeking an independent, creative, and responsible firm or individual(s) to work closely with our internal Business Development Team in developing the branding and marketing plan that aligns with our agency's mission, goals, vision and negotiated budget (approximately \$7,500 - \$10,000). A qualified consultant will possess experience with an understanding of nonprofits and social ventures as a business strategy for sustainability.

The specific deliverables are to develop:

- Branding Logo/Identity
- Brand Strategy
- Messaging Strategy
- Design / Communication materials (brochures and other print materials)

Project Team

The consultant(s) will work with a small team from COAD. The consultant(s) will report directly to the CDS Ltd. Project Manager, and work closely with marketing-designated staff team on the project.

Timeline of Award and Contract Start Date:

CDS Ltd. anticipates selection of qualified firm or individual within thirty (30) days of the close of the RFQ deadline. CDS Ltd. requests that upon contract signature work will commence

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within fifteen (15) days and all deliverables will be met by the deadline as agreed upon between CDS Ltd. and the consultant as it relates to the final scope of work, although the agency anticipates that the deliverables outlined herein would be executed within ninety days of engagement.

To Apply

Proposals should be submitted to CDS Ltd. by **4:00 p.m. EST on October 15th, 2012**. An electronic copy is preferred, but not required. An electronic copy of the proposal should be submitted to: Kelly Kupcak at: kkupcak@coadinc.org. Printed proposals should be mailed to her attention at: 1 Pinchot Lane, Athens, Ohio 45701. CDS Ltd. is a wholly owned subsidiary of the nonprofit organization COAD. CDS Ltd. and its Board of Managers reserve the right to reject any and all proposals received in response to this RFQ.

Inquiries and public responses:

Inquiries concerning this RFQ should be directed in writing to: Kelly Kupcak at: kkupcak@coadinc.org. Deadline for questions or clarifications is **4:00 PM EST Friday, October 5th 2012**. All inquiries and agency responses will be published on the COAD website at: www.coadinc.org by the following Monday, October 8th 2012.

Proposal Format:

1. Cover Letter
2. Consultant Proposal: Please prepare a detailed, concise summary of your firm's specialized services and experience in the nonprofit and social venture marketing arena. The summary should not exceed five (5) pages in length and must include:
 - Applicable project experience
 - Understanding of and experience in working with nonprofits launching social ventures
 - Related project experience in the energy efficiency; nonprofit or social venture fields.
3. Cost Estimate: Please prepare a general cost estimate and fee structure relative to the items outlined within the Scope of Work (i.e. hourly rate or fee for service structure). Example engagements are encouraged.
4. Project Organization and Staffing: Please summarize the qualifications of key personnel assigned to the project. Include recent experience directly applicable to the project scope described herein, and:
 - Number of years in business
 - Size of business
 - Location of business
5. Related Experience: Please discuss firm's experience in development and implementation of marketing and branding plans as described in this RFQ.

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