

Project Summary

Women Thrive Worldwide (WTW) seeks proposals to provide a marketing strategy for our nonprofit organization. This Request for Proposal (RFP) presents background on WTW as well as an outline for the scope of work to be completed by the consulting firm. If your company wishes to be considered for this opportunity, please submit a written proposal addressing the details of the RFP no later than April 15 at 5 pm ET. Selection of a consulting firm will take place in April and the agency notified by May 10.

I. Introduction and Brief Organizational Overview

Women make up the majority of the world's poorest citizens and more than six in ten of the world's hungry. Decades of research and experience have shown that when women thrive, their families, communities, and countries thrive too. Too often though, global policies are not designed with women's needs in mind.

Women Thrive Worldwide advocates with decision-makers in Washington, D.C., and globally to ensure that they are taking into account the needs of women living in poverty around the world, and hearing directly from women themselves about their priorities.

The organization currently has a staff of approximately 15 people and an operating budget of approximately \$2,000,000 per year.

Who We Are:

We are the leading nonprofit organization bringing the voice of women around the world directly to decision-makers in Washington, D.C. We work in coalition with other leading NGO's on issues of education, gender-based violence, agriculture and economic opportunity.

Our Vision

Women Thrive Worldwide works to create a world in which women and men work together as equals so that they, their families and their communities can thrive.

Our Mission

Women Thrive Worldwide advocates for change at the U.S. and global levels so that women and men can share equally in the enjoyment of opportunities, economic prosperity, voice, and freedom from fear and violence.

We ground our work in the realities of women living in poverty, partner with locally based organizations, and create powerful coalitions to advance the interests of the women and girls we serve.

II. Current Marketing Situation

WTW has engaged several projects over the past two years with regard to messaging, research and on-line media. Thrive completed an extensive situational analysis review, enhanced our social media outreach and has established a strong communications/organizational outreach team. All of these tools have been helpful in increasing membership and targeting our efforts. However, WTW now seeks an overall marketing campaign that will tie our individual projects together and provide a focus for our annual campaigns.

Although our on-line presence has greatly expanded over the past year, we have been unable to translate that into increased donations or brand recognition. Thrive is looking for a firm to create and design a marketing strategy and an implementation plan that can be executed, in part, by our communications team.

Target Audience:

Our target audiences are potential/current donors and sponsors, members, and partners. Our goal is to create an overarching campaign that tells our story and stirs our current members/donors into stronger engagement.

III. Scope of Work

Description of Services

The objective of this RFP is to procure marketing services that would direct WTW in executing a marketing campaign.

WTW seeks strategic direction in reaching all of our audiences – social media, donors and organizational members. WTW is not looking for research or background information but a firm that will create a branded marketing plan that can be used within our communications and social media campaigns throughout the year. This firm would direct us in enhancing our current communications tools, outreach efforts and collateral as well as assists us in identifying and designing needed materials/tools in order to expand our audience base and increase donor funding.

Services to be performed include:

- a. Provide strategic marketing ideas and plans for WTW branding campaign. This will include developing a variety of promotional, publicity and branding plans, materials and campaign strategy which support our mission, goals and objectives.
 - b. Strategy and design to include branding identity and messaging
 - c. Creation of a launch timeline for branding efforts as well as marketing campaign in conjunction with WTW staff
- b. Provide advice and recommendations to WTW for development and implementation of designated marketing projects. Assist WTW departments as needed in providing marketing strategy specific to their departmental goals. (President's Office, Communications, Organizational Advancement, and Policy and Government Affairs)
- Create branded materials/text
 - Develop marketing collateral/materials
 - Identify new social media tactics/campaigns
 - Provide a broader strategy for our email blasts
 - Assist with creating tag lines/elevator speeches/marketing materials
- c. Design promotional materials/outreach campaigns under one umbrella for WTW initiatives and events including but not limited to:
- International Women's Day
 - Women's History Month
 - Violence Against Women Month
 - 16 Days of Giving

- Annual Campaign/Holiday Campaigns
- Social Media Campaigns

d. Provide advice and recommendations for WTW marketing strategies, and improving WTW brand awareness. Our website www.womenthrive.org provides information for those seeking to learn more about WTW and ways to participate and/or support us through membership, donations and activism. Some examples:

- Identification of website updates/needs
- Designing our brand
- Enhancing or re-branding our monthly newsletter
- Identifying opportunities for branding

e. Provide advice and recommendations for WTW to successfully design, develop and implement marketing/outreach projects/campaigns. For example...

- Immigrant populations that understand our work
- Faith-based communities that might engage
- Colleges/Universities that could join our social media networks
- Other networks that align with our mission

The successful proposer will provide qualified personnel dedicated to managing the requested services. The successful proposer will have experienced staff knowledgeable in communications and marketing disciplines. The proposer will also have a strong creative department for creating materials specific to WTW. WTW will not accept any substitutions of the team leader or other key personnel except for substitutions required for reasons outside the control of the successful proposer and upon written approval by WTW. The successful proposer will be available on an on-call basis for any emergency situations.

IV. Budget

WTW seeks recommendations regarding the investment which would be required in order to achieve our branding and marketing goals. We are considering a budget not to exceed fifty thousand dollars (\$50,000) subject to available, appropriated funds. WTW reserves the right to negotiate all contract amounts.

We expect this project to include several phases, including discovery (small amount), design/planning, creative and execution. Please list the costs associated with each stage of the project proposal.

V. Anticipated Deliverables

- Overall marketing campaign that can be implemented by WTW. The campaign will include the following:
- Campaign proposal
- Development of marketing materials
- Slogans/tag lines/for each campaign/project
- Creative ideas for outreach to new audiences

- Proven strategies for NGO marketing campaign
- Branding

VI. Proposal Requirements

In its proposal, considered firms are asked to list the following:

- Firm's background and areas of expertise relative to marketing campaigns and non-profit organizations.
- Examples of work performed for similar organizations and/or similar industries
- Capabilities and qualifications of individuals assigned to this project
- Proposed timeline and ability to meet fixed deadlines
- Overview of recommended approach(es) to achieving objectives and goals
- Overview of recommended research methodology(ies), if applicable
- Evidence of results
- Cost estimates with itemization for large segments of work

VII. References

Associations and other nonprofit organizations often operate in unique marketing environments and face challenges unlike those experienced by their for-profit counterparts. Therefore, each proposal should contain references from nonprofit clients. This reference should include brief descriptions of the scope of work performed.

VIII. Selection Criteria and Process

After proposal submissions WTW will invite 5 firms to present ideas to a specified WTW team. The selected partner will work closely with the VP of Organizational Advancement as well as the communications and OA teams. WTW will facilitate website changes, marketing campaign execution, events and social media activities unless otherwise stated.

The competitive selection process provided for under this RFP will focus on the qualifications and prior experience on similar projects of each proposer and the proposer's team members as well as the understanding of the goals/mission of WTW.

IX. Submission Guidelines

A written proposal must be received by WTW at aparker@womenthrive.org or at the mailing address below no later than 5:00 pm ET on April 15. Questions may be submitted via e-mail. Following proposal submission and the initial review process, all respondents will be notified of the outcome. In-person presentations will be selected and scheduled by WTW based on written proposals.

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