![Strategies to End Homelessness logo — prevent. assist. solve.](image)

Request for Proposals (RFP) for Marketing and Design Services

Issued by:

Strategies to End Homelessness

strategiestoendhomelessness.org

March 4, 2025

I. Introduction

Strategies to End Homelessness (STEH) leads the coordinated community effort to end homelessness in Greater Cincinnati. And envisions a community in which everyone has a stable home, and the resources needed to maintain it. We collaborate with and coordinate the work of more than 30 local nonprofit agencies, all working together by providing services, housing, shelter, and prevention programs impacting the lives of approximately 11,000 people annually.

We seek to partner with a marketing and branding agency to amplify our message, engage stakeholders, and drive meaningful change in our community.

The goal: to create a cohesive, impactful, and memorable brand that resonates with our audience, including private and corporate donors, partners, and the communities we serve.

II. Project Objectives

The primary objectives of this project are as follows:

- **Develop a Strategy for connecting with private and corporate donors, local and national foundations.** Clearly define the STEH mission and how it aligns with the values and goals of the potential donors and foundations.

- **Refine and Revitalize Brand Identity:**
  Update and strengthen the organization's overall brand identity with an eye toward audiences that are not engaged in our work, including logo, typography, color palette, and brand voice, to reflect the current needs and goals of the organization.
- **Increase Brand Recognition:**
  Develop a recognizable and consistent visual identity that increases awareness and engagement with private and corporate supporters, local and national foundations, both online and offline.
- **Improve Communication Materials:**
  Design a suite of marketing and communication materials that reflect our updated brand and are aligned with our mission, targeted toward engaging and connecting with supporters and stakeholders.
- **Develop a Brand Guide:**
  Provide a comprehensive brand style guide that includes specifications for logo use, typography, color schemes, imagery, and tone of voice to ensure consistent implementation across all platforms and media.

III. Deliverables

- The selected vendor will be expected to deliver the following:
- **Brand Audit and Discovery:**
  Engage key stakeholders to understand the organization's goals, audience, and values.
- **Brand Identity Package:**
  - Updated logo (or reimagined logo)
  - New color palette and typography guidelines
  - Logo variations (e.g., horizontal, vertical, black & white, etc.)
  - Visual elements such as patterns or icons
- **Strategic planning for engaging targeted audiences.**
- **Brand Messaging and Voice:**
  - Refined brand messaging and tone of voice that aligns with our mission and resonates with key audiences. Including Corporate Partners, Community Members, Donors, and Media.
  - Key messaging guidelines for various types of communication
- **Design of Marketing and Communication Materials:**
  Design templates for materials such as brochures, newsletters, flyers, posters, social media graphics, and presentation decks.
- **Website and Social Media Assets:**
  Relaunch simplified Wordpress STEH Website (www.strategiestoendhomelessness), (separate from partner-agency facing website (www.cincinnaticoc.org) utilizing new identity package and brand messaging. Design assets for social media platforms, those currently in use and new, to ensure a unified and engaging user experience online.
- **Brand Style Guide:**
  A comprehensive document outlining the proper use of all visual elements, typography, logo guidelines, color scheme, tone, and messaging. This guide should enable the organization to maintain brand consistency across all communications.

- **Implementation:**
  Provide an implementation guide to ensure our team can effectively use and apply the new branding across all platforms.

IV. Project Strategy

To ensure a successful partnership, we propose the following strategy:

- **Discovery Phase:**
  - Meet with key organizational leaders and stakeholders to understand our vision, values, and the impact we aim to achieve.
  - Research and analyze best practices and design trends for nonprofits.
  - Evaluate and assess our current brand positioning in the market.
- **Brand Strategy Development:**
  - Refine our brand's core messages, mission, and vision.
  - Collaborate on the design direction for our new logo and visual identity.
  - Provide design concepts for feedback and iteration, ensuring alignment with our organization's ethos.
- **Strategic planning for engaging target audiences**
- **Design Execution and Refinement:**
  - Present initial design drafts for review and feedback.
  - Make necessary revisions based on input from the team and stakeholders.
  - Finalize all deliverables and create a full set of brand assets.
- **Brand Implementation:**
  - Provide documentation for staff to apply the new branding consistently.

V. Proposal Requirements

Proposals should include the following elements:

1. **Agency/Consultant Background:**
   - Brief description of your firm or individual experience, including relevant case studies or projects similar to ours.
   - Overview of your team members, their qualifications, and their roles in the project.
2. **Proposed Approach and Methodology:**
   - A clear outline of your approach to the strategic planning, branding and design process, including timelines, key milestones, and feedback loops.
   - A description of how you will ensure collaboration with our team and key stakeholders.
   - Names and qualifications of staff who will be primarily responsible for and spending most of their time completing contracted work from respondent.
3. **Portfolio of Past Work:**

- o Samples of previous branding, design, or identity work, particularly for non-profit organizations or similar industries.
- o Any information available regarding impact of work on other organizations, particularly in regard to fundraising and development efforts.
4. **Cost Proposal:**
    - o A detailed breakdown of the cost structure for the project, including any additional fees for ongoing support or revisions beyond the scope of work.
5. **Timeline:**
    - o A proposed project timeline with clear milestones and expected delivery dates.

VI. Timeline:

- RFP Release Date: March 4, 2025

- Questions Due: March 14, 2025

- Answers to Questions Posted and Emailed: March 19, 2025

- **Proposal Due Date: March 28, 2025**

- Agency Selection: April 11, 2025

- *Note: Interviews may be requested with submitters.*

VII. Evaluation Criteria:

Proposals will be evaluated based on:

1. Understanding of non-profit sector

2. Creative capability and strategic approach

3. Relevant experience and expertise

4. Project team qualifications

5. Cost proposal and value

VIII. Submission Guidelines:

- Submit proposals electronically to hello@end-homelessness.org

- Maximum proposal length: 20 pages - File format: PDF - Include "Marketing RFP Response - [Agency Name]" in subject line

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Contact Information

Please submit any questions or clarification needed regarding the RFP, by March 14, 2025, to:

Stacie Berger, Chief Development Officer

hello@end-homelessness.org

Conclusion

We are excited to partner with a talented branding and design professional to take our organization's identity to the next level. We look forward to reviewing your proposal and working together to create a brand that represents our values and resonates with our community.

Thank you for your interest in working with **Strategies to End Homelessness**.