



153 Summer Street
Providence, RI 02903

REQUEST FOR PROPOSAL

Children's Friend, through this Request for Proposal (RFP), seeks to acquire the services of a qualified creative agency to support its efforts to refresh its brand. Children's Friend invites proposals from interested agencies with experience in brand development and management; marketing; social media strategy, implementation, and management; and website redesign. Preference will be given to agencies providing a broad range of services.

Overview

Children's Friend, Rhode Island's first child-serving nonprofit agency, was founded in 1834 in Providence as a home for abandoned and abused children. Guided by its mission, Children's Friend is the innovative leader in improving the well-being and healthy development of Rhode Island's most vulnerable young children. We accomplish our mission by ensuring that our services are family-centered, seamless, and outcome-driven. Children's Friend takes a leadership role in advocating on behalf of Rhode Island's youngest and most vulnerable children, while being responsible stewards of the agency's resources.

Through a real-time strategic planning process, the agency is realigning internal financial resources, human capital, and external fund development to achieve the stated outcomes of the Strategic Priority. The goal of the Marketing function is to refresh and refocus the agency brand to reflect Mission, Principles, Business Model, and Strategic Priority. The agency seeks a new bold direction in branding that balances a strong history of serving children and families with the agency's commitment to innovation and change.

Scope of Work

The scope of work will include the following:

1. An initial kick-off meeting with the CEO and Chief of Philanthropy to set scope, priorities, work plan and deliverables, including the creation of a position statement and alignment with case for support, key messaging pillars, a robust social media strategy, and redesign of website, using best practice and SEO optimization.
2. Facilitation of three incubation/brainstorm sessions with selected internal/external group.
3. Development, selection and rollout of a specific brand and brand strategy for Children's Friend.
4. Recommendations that outline strategies to significantly increase the agency's marketing visibility that is reflective and in alignment with the organization's mission/vision/business plan and Strategic Priority.

Bids must be received by 4:00 p.m. on Tuesday, July 27, 2021. Children's Friend reserves the right to reject any and all proposals and will select the bid most advantageous to the agency. The engagement is expected to begin in August 2021.

Please Send To:

Stacy Couto
Chief of Philanthropy
Children's Friend & Service
153 Summer Street
Providence, RI 02903

Or Email: scouto@cfsri.org

Quote Should Include:

All quotes should the following:

1. A cover letter outlining the experience and qualifications of the consulting agency and include the resume/CV of the principal resource development professional providing direct service for this project.
2. A narrative that addresses how the Scope of Work, as outlined above, will be accomplished, including a timeline with benchmarks and the number of hours required to accomplish the plan.
3. A description of required data needed to complete rebrand.
4. A reporting and communications plan to support process.
5. Clear demonstration that the consultant has familiarity/ knowledge of social service and nonprofit market in Rhode Island and region and can tailor advice and feedback to be relevant and pertinent to a social service organization.
6. Clear outline of responsibilities for both Children's Friend and the selected consultant.
7. Project budget as well as all costs payable by Children's Friend must be clearly defined. Please note that billing should coincide with reaching set goals and/or milestones.

Quote should also include:

- Three (3) references from clients for whom the consultant has performed similar services. (Name, Address, Phone, and Email).
- Proof of Liability and Workers Compensation Insurance (if applicable).