



Request for Proposal

RFP: Rebranding Marketing Strategy and Implementation	Proposal Due By: June 10, 2021 Start Date: July 15, 2021 End Date: October 15, 2021	New Hope for Women
<p>Project Overview: New Hope for Women (NHFW), a domestic violence resource center that offers support to people affected by domestic abuse, dating violence and stalking in Sagadahoc, Lincoln, Knox and Waldo counties, is in the process of finalizing our rebranding. We have recently launched our new website (www.newhopeforwomen.org). We are now searching for a consultant to develop a marketing strategy to introduce and promote our new brand (including name, tag and logo) and to manage all phases and communications for the rollout of the rebrand including messaging, materials, timelines and activation, by Q4 2021. Consultant will work independently, reporting directly to the Executive Director and coordinating with appropriate staff as required.</p>		
<p>Project Goals:</p> <ul style="list-style-type: none"> ● Create a cohesive communications and marketing strategy to introduce and promote the rebrand -- a new organization name and tagline -- including opportunities and messaging to stakeholders, partners, funders, donors, clients, and community members. ● Strong outreach and solid placement in social, print, newsletter and broadcast media. ● Peg the rebrand to highlight NHFW's 40th anniversary (2021). 		

OUR MISSION

New Hope for Women offers support to people in Sagadahoc, Lincoln, Knox, and Waldo counties affected by domestic violence, dating violence, and stalking, and provides educational resources to assist our communities in creating a safer and healthier future.

Scope of Work:

1. Dedicated consultant who will meet with designated members of the staff and board to understand New Hope for Women's mission, process and community standing, and the sensitive nature of NHFW's work with victims of domestic abuse, dating violence and stalking. As needed, work with both the external rebranding consulting firm and current marketing production agency.
2. Research all current and potential NHFW markets (state-wide) and the best platforms to reach them with new branding and messaging (you will have all current available data from our rebrand project).
3. Act as "traffic cop" for all phases of the roll-out plan and timeline.
4. Consult with designated staff on NHFW's 40th anniversary messaging and events -- including our popular August fundraiser, our annual Pop Up Shop -- to be a main peg of the rebranding marketing plan.
5. Create a clear, concise marketing strategy, approved by the Executive Director, that encompasses new language and targets all key stakeholders, and leaves no confusion about the organization's new brand, history and continuing critical work.
6. Work with designated staff to create a daily/monthly timeline/calendar that includes each step of the roll-out and who is responsible for each step.
7. Assist staff in determining the best media (videos, interviews, etc.) to highlight our work and the best platform fit.
8. Implement and advise staff in final outreach and roll-out.
9. Work with staff in capturing, analyzing and recapping the impact of the rebrand and use the data to measure success.
10. Report directly to the Executive Director.

Current Roadblocks and Barriers to Success

- Limited staff time and bandwidth to assist with project.
- Limited budget (some flexibility)

Evaluation Metrics and Criteria

- Criteria #1: Clear messaging and timelines that ultimately limit staff and stakeholder confusion.
- Criteria #2: Measuring media hits/user metrics to verify that rebrand messaging has healthy distribution and pick-up.
- Criteria #3: Seamless adaptation of NHFW's new brand by stakeholders, measured by social media and website data, and possibly a survey.

Submission Requirements

- Previous experience/past performance history.
- Sample and/or portfolios from previous projects.
- Projected typical costs.
- Typical general timeline sample.
- Responsiveness and ability to work independently.
- Answer these questions:
Have you worked with mission-driven nonprofit organizations?
What do you see as the most important factor in the rebrand marketing process?
- Please submit your responses to:
hiringcommittee@newhopeforwomen.org and add NHFW Marketing Strategy in the subject line.

Project Due By: **June 10, 2021**

Budget: **TBD**

Contact: **Rebekah Paredes, Executive Director**

Email:
hiringcommittee@newhopeforwomen.org

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