

REQUEST FOR APPLICATION

Marketing and Branding Services



NYSARH Contact Information

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Timeline

Issued By:	New York State Association for Rural Health
Date Issued:	1.11.2024
Applications Due Date:	1.29.2024 by 4:00p.m.
Anticipated Award Notice:	2.10.2024

Questions should be directed to infor@nysarh.org

Introduction

The New York State Association for Rural Health has announced its decision to award a contract to a single entity, to develop a rebranding, marketing, and membership development plan, for a total of **\$10,000.00** in funding.

The project will be separated into two distinctive phases:

PHASE 1: February- May 2024

PHASE 2: May - August 2024

SCOPE OF SERVICES AND DELIVERABLES

The chosen marketing agency will be responsible for revamping NYSARH's visual identity and style to create a modern, cohesive, and unified look across all materials.

PHASE 1 (\$6,000)

The agency should provide:

1. Facilitate a SWOT analysis of NYSARH's existing brand and marketing practices, including:
 - a. Analyzing marketing data for each marketing strategy:
 - i. Membership fluctuation
 - ii. Program and service registration
 - iii. NYSARH recognition
 - b. Reviewing current marketing strategies with a selection of materials:
 - i. Website
 - ii. Newsletter
 - iii. Letterhead
 - iv. Social Media
 - v. Flyers, brochures, and other materials
 - c. Using the Diversity and Opportunity Chartbook and other sources,
 - i. Produce a market report of current and potential NYSARH markets/segments
 - ii. Produce a 5-year plan for membership expansion and diversification including:
 1. Targeted marketing strategies for member recruitment
 2. Benchmarks and Key Performance Indicators
 3. Resource needs

PHASE 2 (\$4,000.00)

Incorporating all findings and recommendations from PHASE 1, the agency should deliver:

1. A minimum of 3 new corporate logo concepts in various formats for multiple applications
2. Detailed brand standards and usage guidelines to ensure brand consistency across all NYSARH representatives. The brand style guidelines should include, but not limited to:
 - All final brand logo files, fonts, color palette for use in print and digital
 - Integrated imagery and complementary design elements, fonts, and color schemes
 - Design of brand identity template files for: business cards, #10 envelope, letterhead, email signature, and presentation deck
 - Detailed instructions on how member organizations and other affiliated organizations will incorporate the new NYSARH brand elements.
3. A proposed rebranding campaign and marketing strategies.
 - Creative brand ideas for ads, marketing collateral, marketing booths, and signage.
 - Targeted marketing concepts for various audiences; including funders, elected officials, and potential partners.
 - Targeted marketing strategies for furthering NYSARH's commitment to Diversity, Equity, and Inclusion and how Phase 2 will impact the key findings from Phase 1

PROPOSAL CONTENT

Interested parties must furnish comprehensive responses to the following inquiries, complete with detailed explanations.

- 1. Name and Background** - Please provide your full name, along with relevant contact information. If any facet of the work is subcontracted to another party, kindly provide the same information for all firms, and indicate which firm will be the lead party.
- 2. Profile of Firm** - Kindly furnish a succinct description of your firm(s). We welcome you to describe the racial/ethnic and gender demographics of your firm and its leadership.
- 3. List of Personnel** - Please provide a list of personnel who will work on this project, including their education, experience, and qualifications.
- 4. Proposed Approach, Work Plan, and Timeline** - Kindly describe your proposed approach, work plan, and timeline for implementing the design and development process for this project.
- 5. Portfolio** - Please showcase your current work, emphasizing branding or rebranding.
- 6. Diversity Statement** - NYSARH believes that diverse and inclusive teams lead to better outcomes. Please describe how your firm builds inclusive and equitable teams to support client projects. What is your firm's commitment to racial equity and justice? How has your firm demonstrated a commitment to diversity regarding clients, pro bono work, and/or hiring practices? How has your firm demonstrated a commitment to supporting causes of equity and justice for different marginalized groups?
- 7. Line-item Budget** for the stages of development in which you will provide the work described in this RFP. Indicate an hourly rate (if applicable) for subsequent work that may be required or deemed necessary. *Fee negotiations may be entertained.*
- 8. References** – offer at least three references from clients who have used your services for branding or rebranding. Briefly describe the scope of your work for these references, the year completed, and a contact name and telephone/email for each one.
- 9. Information on Additional Services** – please provide any information on additional services that you believe would be pertinent, and align with NYSARH's mission, vision, and values.

SELECTION CRITERIA

Proposals will be evaluated on the following criteria:

- Demonstrated knowledge, skills, and experience in branding design for nonprofits and/or membership organizations.
- Commitment to diversity, equity and inclusion.
- Appropriateness of fee structures and pricing model.

Minority and Women Owned Businesses are encouraged to apply.