

REQUEST FOR PROPOSALS:

Brand Refresh & Website Design

Published date: March 31, 2021
Closing date: Friday, April 23, 2021
at 11:59 p.m. AST

COMMUNITY SECTOR COUNCIL OF NOVA SCOTIA

Submissions and questions are to be sent to the contacts listed at the end of this RFP. Any communications to the reference contact should have a subject line of "CSCNS Brand Refresh RFP" for quick reference.

Background: Where we Were

The Community Sector Council of Nova Scotia (CSCNS) is committed to the success and sustainability of a vibrant network of over 6,000 nonprofit and voluntary sector organizations that collectively contribute \$1.7 billion in direct, indirect and spinoff benefits to the gross domestic product (GDP) of Nova Scotia. The CSCNS connects, advocates for, and provides training opportunities to nonprofits, social enterprises, and voluntary organizations across the province. The sector contributes to our collective wellbeing by providing communities with inclusive social, cultural, health, recreational, and economic programs and services. The CSCNS supports organizations in different sectors in the development of human resources in areas such as employee attraction, retention and training, as well as supporting the development of sector leaders by providing training programs that develop knowledge and skills in areas like human resource management and development, financial administration, diversity, governance, succession planning and other areas where formal training may be lacking.

The CSCNS itself was founded in 2012 and is part of a network of 14 Sector Councils designated by the Government of Nova Scotia. The nonprofit and voluntary sector is vital to Nova Scotia's economy, with strengths and opportunities, but not without its challenges. The CSCNS will support the sector to ensure it takes full advantage of the opportunities and builds upon its strengths. A conduit for government, the CSCNS will help this important sector not only survive but thrive.

Background: Where We're Going

Over the past couple of years, the CSCNS has undergone substantial restructuring and sector engagement to identify its strategic priorities for 2020-2023. Due to a range of factors including COVID-19, the need to dismantle racist and oppressive systems, and resource pressures - the sector is facing a critical point in time. There is a need to reimagine existing ways of working and attract new talent and strong leadership.

Three main strategic priorities were identified in the [strategic planning](#) process. These priorities have informed the [2021-22 activity plan](#) for CSCNS and will influence the direction of our external communications. They include:



- **Educate & Innovate:** Provide the tools, skills and knowledge to increase the capacity of existing and newly forming small- and medium-size nonprofit and voluntary organizations province-wide and ensure they build a flexible and diverse workforce that will thrive in today's innovative digital economy.



- **Collaborate & Activate:** Facilitate, support and activate connections across networks and encourage continued and new collaborations between nonprofits, the government and private sectors, in order to inspire systems-change, and to build an inclusive, sustainable, healthy and prosperous Nova Scotia.



- **Advocate & Celebrate:** Lead, champion, celebrate, give voice to, and advocate for, the sector. We heard from the sector that they want to see the CSCNS play a part in ensuring that the sector is heard, valued and supported in policy and practice, particularly in times of uncertainty and disruption.

The CSCNS is excited to launch the process of refreshing our brand and external communications so that we can best showcase the impact of the sector and attract resources and talent. We are particularly interested in approaching this work with a [mindset of abundance](#), where we think about community sector organizations as “For-impact” as opposed to “Nonprofit”. Additionally, the CSCNS is also in the process of redeveloping our organizational values and principles, and see this as a critical step in our communications going forward.

Invitation

The CSCNS is seeking proposals from organizations, firms, or sole proprietors with experience in rebranding strategies and execution, as well as complete website design. We are specifically interested in those with experience working with For-Impact (Nonprofit and Voluntary) organizations. The goal of the refined brand, website, and marketing collateral is to be more visually appealing, to provide a user-friendly experience with accessibility options, to provide accurate and captivating information about our programs and sector services, and to allow for easy brand identification. The new brand should be appealing to the workforce in general so that it can increase the attractiveness of the sector as a career destination.

Scope of Work & Deliverables

The For-Impact sector is incredibly diverse, encompassing nonprofits, social enterprises, voluntary organizations, and grassroots organizations. The sizes, missions and targeted clientele of organizations vary widely. The community sector disproportionately employs women and members of underrepresented groups and is more racially and gender diverse than any other sector. As a result, we are seeking evidence of cultural and diversity competencies from the contractors we engage.

An important consideration of the CSCNS rebrand is the inclusion of diverse voices from the sector in the process to ensure the new brand resonates and that no one is left behind. It will be important to include sector stakeholders from rural areas and under-

-represented groups such as Black, Indigenous, and People of Colour (BIPOC), LGBTQIA2S+ communities, people with different abilities, etc. CSCNS will be able to assist with sector engagement by identifying potential attendees and hosting focus groups.

The contractor will manage the project timelines and deadlines, keeping the CSCNS team on track and readjusting timelines when necessary.

Key activities and deliverables for the CSCNS Brand Refresh project include:

- New organization name that resonates with the sector, informed by:
 - Research (including sector engagement), analysis, name generation, and focus group testing with at least 3 options approved by the CSCNS.
- New organization logo
 - A full color logo and black and white logo.
 - A horizontal and stacked logo if applicable.
 - English, French, and Mi'kmaq versions (and potentially Gaelic).
- New organization positioning statement, tagline, and boilerplate.
- Digital storytelling and messaging options.
- Detailed brand package including color palettes, fonts and typology, brand essence and personality, brand voice and tone, brand assets, and other graphic elements (social media profile pictures and banners).
- Brand Style Guide, including brand standards and usage, to include standard guidance on using the brand and establishing a social media presence
- Training on brand guidelines
- E-communications templates - new electronic newsletter template, blog template, email signatures, slide decks for presentations, report design etc.
- Organizational stationery templates - business cards, letterhead, brochures, pull up banner.
- Communications plan/ strategy for the organization and a template for future use.
- Social media strategy and template for future use.
- Brand re-launch communications strategy.
- Key messages for staff and board members, including attendance at a CSCNS board meeting to review.

Key activities and deliverables for the CSCNS Website Design:

- New website, including a brief statement on the proposed hosting platform and applicable costs. Important website aspects are, but not limited to:
 - Blogging capabilities.
 - Digital storytelling options.
 - A sector job/ opportunity board.
 - An Events page and calendar .
- Photography and videography for website imagery.
- Staff training on website updates and maintenance.

Submissions

Submitted proposals by firms must demonstrate knowledge about the community sector, as well as a deep understanding of the proposed project and the unique challenges and opportunities for an organization that advocates on behalf of the sector. The submitted proposal must demonstrate success in mobilizing groups to action through strategic brand and communications initiatives. The firm must also demonstrate an understanding of justice, equity, diversity and inclusion (JEDI), and how that relates to CSCNS communications. As the CSCNS serves and aims to be inclusive of diverse groups of people and organizations across the province, the firm must demonstrate cultural competency and an appreciation for how intersecting identities dictate a person's lived experience in Nova Scotia and broader society

Mandatory Submission Requirements:

- Firm portfolio, including examples of past work.
- Specification of any deliverables that are subcontracted or outsourced.
- Summary of rebranding experience, specifically in the For-Impact (Community) sector.
- Proposed approach and methodology, work back plan, and timeline.
- Summary of website design experience, including design examples.
- Total proposed budget, including fees and descriptions for each deliverable.
- Proposed approach for including a JEDI lens to rebranding and communications initiatives and strategies.
- A brief statement on relinquishing ownership of intellectual property and copyrights of the produced materials.
- Profiles of key staff for the project.
- 3 references

Proposed Budget

The total budget for this project, inclusive of all applicable fees, is \$65,000 CDN excluding HST. All proposals must include the proposed costs to complete the deliverables as described above.

Evaluation Criteria

- Clarity, presentation, and organization of the proposal.
- Demonstration of project understanding.
- Demonstration of sector understanding.
- Demonstration of capacity to fulfil project requirements and deliverables.
- Viability of methodology and approach
- Demonstration of your team's and/or subcontractor's cultural competency and approach for including a JEDI lens in the project.
- Cost effectiveness.

*Preference will be given to local firms that are located and operate in Nova Scotia.

Target Schedule

RFP published	Wednesday, March 31, 2021
Applications close	Friday, April 23, 2021 at 11:59 p.m.
Review of applications (may include follow up questions)	By Monday, May 10, 2021
Award of contract	By Friday, May 14, 2021
Anticipated Commencement of project	Monday, May 17, 2021
Anticipated completion of project	Tuesday, August 31, 2021

Our Team

The successful firm will work in close collaboration with CSCNS representatives that include:

- The Executive Director
- The Communications Manager
- Staff representative(s)
- Board representative(s)
- Focus group(s)

Additional Terms

It must be clearly stated in the proposal if the firm submitting the proposal is working alongside another firm or must outsource or contract work to meet the deliverables listed above. The subcontracted firm's name and a description of the organization must be provided in the proposal. Additionally, the total proposed budget and fees must be inclusive of any outsourced or contracted work. The CSCNS reserves the right to decline to work with firms or subcontractors that are not aligned with the organization's values and that may reflect negatively on the organization, stakeholders, and/or the sector at large.

All material and marketing collateral produced, data collected, and reports generated by the contractor or subcontractor on behalf of CSCNS are confidential and become property of CSCNS. The contractor may not share program materials, data, industry or program participant contact information, etc. unless authorized by the CSCNS.

Submission Information & Questions

Proposals can be submitted electronically via email, PDF preferred, with the subject line “Proposal CSCNS Brand Refresh and Website Design” to Lydia Phillip, CSCNS Communications Manager, at lphillip@csc-ns.ca **no later than April 23, 2021 at 11:59 p.m. AST**. Late submissions will not be considered. Questions regarding this request for proposals should also be directed to Lydia Phillip at lphillip@csc-ns.ca.

Contracting Authority

Annika Voltan
Executive Director
Community Sector Council of Nova Scotia
avoltan@csc-ns.ca
902-456-9089