

Request for Proposals

REENVISION OUR BRAND

Respond to

Jeff Bryant, Deputy Director

Jeff@nevadavolunteers.org

Deadline

June 30, 2023

RFP Issued By

Nevada Volunteers

www.nevadavolunteers.org

1380 Greg Street, Suite 228

Sparks, NV 89431

ABOUT NEVADA VOLUNTEERS

Nevada Volunteers is a 501(c)3 not for profit corporation led by a body of Commissioners appointed by the Governor of Nevada, to build an ethic of service and make positive and lasting social and economic impact across the state. Nevada Volunteers is among a national network of Governors Commissions on Service and receives funding from AmeriCorps, the State of Nevada, and philanthropic donations to empower all Nevadans to improve their communities through capacity building, national service and volunteerism. This is accomplished through promoting an ethic of service and volunteerism to meet critical needs in education, environmental restoration, healthy futures, and economic opportunities, to name just a few.

Nevada Volunteers is issuing a Request for Proposals (RFP) from qualified consultants able to guide the organization's brand enhancement campaign.

PROJECT OBJECTIVES

- Develop a brand that will better engage our constituents
- Develop a brand that will grow our presence State-wide (Nevada)
- Develop a brand that is clearly aligned with our mission and strategic planning goals
- Enhance the organization's look and feel

SERVICES AND SCOPE

- Rebranding strategy
- Logo redesign
- Brand book redesign
- Launch strategy for brand enhancements

AGENCY SELECTION CRITERIA

- Prior experience with similar projects
- Demonstrable experience delivering projects of our scope and size
- Ability to complete project by the end of 2023

BUDGET DETAILS

Depending on the final Scope of Work, the project budget range is \$20,000 - \$25,000.

SUBMISSION REQUIREMENTS

Please send your proposal (1-2 pages) and budget to jeff@nevadavolunteers.org. The proposal should include experience, qualifications and any other relevant information to this project.

We encourage women and minority owned businesses to apply.

RFP DEADLINE

Proposals are due no later than June 30, 2023.

On July 7, 2023, two agencies will be invited to give a 10–15-minute presentation. A final decision will be made no later than July 14, 2023.

We would like the project to begin no later than August 1, 2023.