

Atlanta CareerRise

Atlanta CareerRise Rebrand Request for Proposals

RFP Deadline: March 3, 2021 by 3:00pm

Project Overview

Atlanta CareerRise has issued this Request for Proposals (RFP) in order to select and contract with a company ("vendor") to rebrand the organization's identity inclusive of logos, the website (www.atlantacareerrise.org), and communication templates, such as letterhead, business cards, email signatures, and PowerPoint presentations. The new branding should be modern, highly attractive, and built with responsive design.

Atlanta CareerRise is seeking proposals from highly qualified, experienced branding and website development companies to influence, design, develop, and implement our new identity. The preferred vendor should have experience in managing organizational rebrands and website design projects, with expertise in best practices regarding:

Rebranding

- Logo creation and redesign
- Brand identity guidelines
- Current trends in design
- Branding and color theory

Website

- Successful website redesign
- User experience and usability testing
- Website development and deployment for ADA compliance
- Content management by end-user
- Maintenance and website integrity tools
- Social media integration
- Search engine optimization
- Mobile readiness
- Google Analytics capability

Atlanta CareerRise reserves the right to make an award, not to make an award, or to cancel this RFP either before or after the date of the RFP response deadline. We also reserve the right to re-issue this RFP.

Atlanta CareerRise Background

Organization Mission

Atlanta CareerRise advances economic mobility and regional prosperity by creating and strengthening partnerships and systems that meet employer needs for talent and connect metro Atlanta residents to sustainable wage careers in quality jobs.

Organization Description

Atlanta CareerRise is a non-profit regional funder collaborative and intermediary that pools and aligns resources from local funders and brings them together around a shared strategic vision for workforce development in metro Atlanta. The collaborative works with local employers, educators, philanthropic and nonprofit partners to strengthen its partnerships, develop common solutions to the region's labor issues, and collectively invest in Atlanta's workforce.

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Project Objectives and Goals

We wish to partner with an experienced marketing and web design organization that understands the nonprofit and/or workforce development industry and has expertise to take us in the ideal direction. Our preferred partner will identify options, make recommendations, and provide explanations that will allow us to make informed decisions that result in positive outcomes for the organization, stakeholders, and board members of Atlanta CareerRise.

The primary goals and objectives of the rebrand are as follows:

Color Rebranding

The time has come to change our colors and bring new excitement to Atlanta CareerRise in coordination with our 10-year anniversary this year. We have identified purple and teal as our new colors, however we need the expertise of a marketing firm to select the right tones and accent colors. We are open to other color scheme ideas.

Logo Redesign

Atlanta CareerRise seeks new ideas for a logo refresh. We have a family of logos for our work including Metro Atlanta Industry Partnerships (MAIP) and Equity@Work (logo currently under consideration). We would like to see options that are more contemporary and versatile for all three (3) logos. Additionally, we wish to create a related identity/logo for an upcoming acquisition, Westside Works. The current Westside Works website (westsideworks.org) will need to be integrated into the new Atlanta CareerRise site.

Effective Website

We are seeking to redesign our website to ensure that it is interactive, inviting, and engaging. Our new website should provide a good user experience for our Atlanta CareerRise partners and other target audiences that will allow them to easily complete their objectives across multiple devices.

- Mobile friendly by way of Responsive Design
- Be developed in the WordPress CMS so that Atlanta CareerRise staff can edit website content
- Google Analytics so that Atlanta CareerRise staff can analyze website traffic
- Blog/news feature
- Events calendar
- Event registration
- Webinar, conference, and events registration
- Donate online/receive contributions
- MailChimp integration for newsletter subscriptions
- Submit investment applications via a form
- Header carousel
- Slider Revolution
- Search engine

Communication Templates

Newly designed templates for Microsoft Word letterheads, business cards, email signatures, and PowerPoint Presentations aligned with the rebrand.

Scope of Work

The scope of work for this project is comprised of the six phases described below. We would like to begin this project in March and **launch by June 18, 2021**. We expect this project to include several phases, such as the following (provided for example only – your process may differ):

Phase 1 – Discovery: The vendor will conduct a discovery phase to understand Atlanta CareerRise's business and customers, review the existing content, and research similar organization branding and websites. This phase will include, but is not limited to:

- Develop an understanding of Atlanta CareerRise, its vision, and its business objectives.
- Review the existing logo, websites and communication templates and understand the elements needed to shape the new brand identity.
- Determine what aspects of the current site will need to be removed, recreated, or migrated to the new site.

Phase 2 – Design: The following is an inclusive, but not exhaustive list of requirements for the Design phase:

- Develop new branding identity through the creation of new logos and colors for the organization.
- Create a new website on an open-source content management system (WordPress preferred) that incorporates a responsive design-content and layout that will automatically adapt to various screen sizes (mobile, desktop, tablet) without compromising the user experience or function. This platform should be easily updated by a staff member following the launch.
- Develop a website that focuses on new content, and simplification of search and navigation functions.
- Create communication tools that align with the new brand identity.
- Provide guidance on industry best-practices that will maximize the effectiveness of the new identity and the investment into a new website in the coming years.
- Present the recommended designs (logo, website, communication templates) to the Atlanta CareerRise team for review prior to building the new site.

Phase 3 – Development and Testing: The following is an inclusive, but not exhaustive list of requirements for the website-specific Development and Testing Phase:

- Create a user testing environment that can be accessed by the designated Atlanta CareerRise representatives. Vendor should develop multiple initial design options, including concepts for mobile, tablet, and desktop scenarios.
- Schedule Joint Application Design workshops to test the end-user experience and work out the kinks.
- Shared access to layout design for all designated representatives to review and make suggested content edits.

Phase 4 – Training: The following is an inclusive, but not exhaustive list of requirements for the Training Phase:

- Develop a branding kit/guide that specifies the new branding color palette, logo variations, brand voice and appropriate uses.
- Create an in-depth training guide on how to upload content to the website and how to make minor design adjustments.
- Include any necessary additional requirements needed to keep the website current – such as the extent of ongoing support, training, etc. that Atlanta CareerRise can anticipate and the estimated frequency of need for these additional supports over a five-year period.

Phase 5 – Launch: The following is an inclusive, but not exhaustive list of requirements for the Launch Phase:

- Ensure Atlanta CareerRise team is kept aware of any issues that could prevent the timely launch of the new brand identity and website as well as any opportunities to complete the project early.
- Ensure all testing issues are resolved prior to launch and all approved edits and suggestions have been incorporated.
- Ensure designated Atlanta CareerRise representatives have been given the opportunity to review the new designs and provide feedback/edits well in advance of the launch (at least two weeks).

Phase 6 – Maintenance and Support: Vendor will provide a 60-day refinement phase after the public launch to address any operational issues. Vendor should also provide optional pricing for one-year of technical assistance to support the upkeep and maintenance of the website.

Project Timeline

Issuance of RFP	February 11, 2021
Technical Questions/Inquiries Due	February 18, 2021
Informational Meeting	February 19, 2021 at 11am (Register here)
RFP Deadline	March 3, 2021 by 3pm EST
Completion of Proposal Evaluations	March 9, 2021
Finalists Interviews	March 11, 2021
Final Vendor Selection	March 15, 2021
Contract Signature	March 23, 2021
Rebrand + Website Launch Date	June 18, 2021

Proposal Content & Submittal

Proposals should be limited to a total of no more than 5 pages (not including cover, table of contents, and divider sheets) and should include the below information, in the following order:

- Name of the firm, mailing address, and website;
- Primary point of contact (name, title, email address and phone number) at the firm;
- Qualifications and technical competence of firm and designated project staff;
- Description of consultant’s experience on similar projects related to scope and/or client; provide project overview, website, and client contact for at least three references (organization name, contact person name, phone, email);
- Proposed approach and schedule. Must include the six phases described in the Scope of Work;
- Hourly rates of all staff working on the project and estimated number of hours to be billed per person, per phase (as described in the Scope of Work);
- Any other pertinent information including potential additional services beyond the Scope of Work.

A sufficient proposal will include all the sections listed above, be no more than 5 pages in length (excluding cover, table of contents, and divider sheets), with all text a minimum of 12-point type. The proposal must be submitted as one (1) digital copy accessible by MS Word or Adobe Acrobat Reader.

Evaluation Criteria

This set of criteria will be used to evaluate each vendor's proposal. A contract may be awarded to the vendor that best satisfies the overall requirements of the RFP.

- Completeness of proposal (incomplete or late proposals will be considered unresponsive and not evaluated)
- Technical proficiency of vendor and staff involved in the project (25%)
- Relevant experience of vendor and staff involved in the project (20%)
- Proposed approach and solution, including creativity, innovation, and responsiveness (15%)
- Schedule and timeliness (15%)
- Budget, including website redesign and 1-year of on-call maintenance costs (20%)
- Communication and customer service (5%)

Evaluation Process

- **Scoring** – All complete and responsive proposals will be distributed to the Atlanta CareerRise team for review and scoring using the criteria set forth above.
- **Interviews** – If interviews are needed, finalists will be invited to a web conference interview and demonstration on March 11, 2021. The determination for the need of interviews is at the sole discretion of Atlanta CareerRise.
- **Recommendation for Award** – After the initial scoring and optional interviews have been conducted, the Atlanta CareerRise team will select the successful vendor, based on the outcome of the evaluation process.

Contact Information

Please direct all responses to this RFP to:

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