

**Organizational Rebranding
Spence-Chapin Services to Families and Children
Request for Proposals & Quote**

ORGANIZATIONAL BACKGROUND

About Spence-Chapin

Spence-Chapin's roots can be traced to the early 1900s and the pioneering work of Clara Spence, and Dr. and Mrs. Henry Chapin, who independently established nurseries out of concern for homeless infants abandoned in hospitals and shelters. The Spence and Chapin nurseries each broke new ground in developing social work techniques for adoption and, after the merger, continued to pioneer in the adoption field. Today, Spence-Chapin is proud of both our role as a prominent voice and leading advocate for adoption and of our commitment to the well-being of all members of the adoption triad: birth parents, adoptive parents, and their children.

Our Mission

The mission of Spence-Chapin is to help find loving families for children, whatever their needs or circumstances, and provide counseling and support for all children and the families to whom they have been born or entrusted.

Our Vision

A world where adoption is a celebrated choice, every child belongs, and all families are embraced.

Our Main Program Areas

Spence-Chapin is committed to the well-being of all members of the adoption triad and does this through a wide range of programs and services. Our main programs include:

- *Domestic Adoption* – Finding loving parents for children in need of adoption while guiding parents through every step of the adoption process
- *International Adoption* – Our Hague-accredited program connects children from Bulgaria, Colombia, and South Africa to their forever families
- *Special Needs Adoption* – Placing children with severe medical challenges with loving adoptive families who can care for their ongoing needs
- *Granny Program* – Pairing children in long-term facilities with caregivers who provide them with consistent, one-on-one care and attention
- *Pre- and Post-Adoption Services* – Support through coaching, counseling, and community programming for all involved throughout the entire adoption journey including support services for birthparents, adoptive parents, and adoptees throughout all stages of life. Additionally, Spence-Chapin maintains thousands of adoption records from our 110+ year history and assists individuals interested in receiving information about their adoption records.

REQUIREMENTS & PROJECT SCOPE

Purpose

Spence-Chapin is a 110+ year-old organization with strong foundations. The organization has also evolved tremendously over the years and is now very clear in its focus and direction for the future. We believe that refreshing our logo and image at this time will be key in helping us elevate our brand, reach new stakeholders, help us stand out among the competition, and appeal to a variety of audiences in a fresh, modern way.

The landscape of adoption in the United States has changed over the last couple of decades, and we want to be able to stand out among adoption agencies as offering a different approach, more robust services, and bringing more to the table than “just” adoption. At the same time, we want to be sure we are highlighting and honoring our strong legacy and important roots.

The Invitation

Our organization invites proposals to support us through a major rebranding initiative. The outcome of this initiative will be:

- The right visual identifier (e.g., logo, icon, wordmark)
- A tagline that summarizes our essence in a clear and concise way
- Supporting visual elements (letterhead, envelopes, logo presentation in various formats, social media icons)

The Rebranding Team

The selected company will work primarily with a Rebranding Team made up the following organizational representatives: our Chief Executive Officer; our Chief Program Officer, Domestic Adoption Programs; our Board Chairman; our Board Treasurer and Chair of Development & Marketing Committee; our Senior Director of Development & Communications; Staff Representatives; and Board Representatives.

Timelines and Deliverables

Our goal is to have all materials approved and submitted to Spence-Chapin’s Rebranding Team by January 2023. Final Board Approval of the rebranding design will take place in February 2023, with a public release scheduled for March 2023. The below list of phases and timelines are subject to change and should serve as a guide for the flow of the project. All proposals submitted should include their own timelines and description of phases, based on their method of work.

Phase 1: Preparation Phase

Spence-Chapin will send out the RFP on August 8, and the Rebranding Team will review submissions on a rolling basis. We will conduct interviews with our top candidates and make a final decision on a company within four (4) weeks of the RFP’s close date, by September 30, 2022.

Phase 2: Discovery Phase

The selected company will begin investigations into the essence of our organization and will learn about our work, program areas, and various stakeholders. The Discovery Phase will be launched

with an in-person meeting or virtual meeting between the selected company and the Rebranding Team. This phase should last two (2) weeks.

Phase 3: Initial Design Phase

The selected company will have four (4) weeks to create 3-4 design concepts, which they will then present to the Rebranding Team at an in-person meeting or virtual meeting. The Rebranding Team will then have two (2) weeks to select a concept.

Phase 4: Full Design Development

The selected company will begin creating all deliverables based on the design selection by the Rebranding Team. The deliverables will include:

- Logo in various sizes
- Letterhead and Envelopes
- Social Media Icons
- PowerPoint template
- Business Card template
- Color & Font Palette

After a period of two (2) weeks, the materials will be presented to the Rebranding Team who will provide feedback and refinements over the course of two (2) weeks. The selected company will then present the final designs and there will be a brief week of final refinements before final approval by the Rebranding Team. This phase will take a total of six (6) weeks.

Phase 5: Implementation Period

Spence-Chapin will begin its internal process of implementation, working with our web developers to update the website and ordering stationary, etc. The selected company will be available during this period to answer any questions or provide clarity.

Phase 6: Full Board Approval

The full Board of Directors will meet in **January 2023** to approve or make minor refinements to the rebranding design materials. The selected company will be available to make final refinements over a period of two (2) weeks. Once the Board has approved, the new brand design will be launched.

Project Schedule

Project Milestones	Anticipated Delivery Date
Initiate project	August 31, 2022
Initial meeting with Rebranding Team	September 6, 2022
Discovery phase	September 6-30, 2022
3-4 design concepts presented to Rebranding Team	October 17, 2022
Design concept confirmed	December 1, 2022
Full design development/materials presented to Rebranding Team	December 19, 2022

Rebranding Team provides feedback & refinements are made	December 19, 2022 - January 6, 2023
Final approval by Rebranding Team	January 9, 2023
Board approval	January 11, 2023
All artwork finalized and submitted	February 6, 2023

SUBMISSION REQUIREMENTS & SELECTION TIMELINE

Submission Criteria/Requirements

Potential contractors are asked to submit an electronic copy of their proposals in .pdf format by end of day **August 22, 2022**. Please structure proposals so they include the following information:

- Company overview and experience summary detailing the skills and abilities specifically related to the project. *(Maximum two pages)*
- Overview of the proposed methodology and approach delineating responsibilities of all project staff, including proposed sub-contractors if applicable, and how your experience, skills, abilities and approach will maximize the efficiency and success of this project. *(Maximum two pages)*
- Samples of work/relevant and related projects undertaken by the contractor. *(Maximum three pages)*
- Projected budget (including fees and expenses) and timetable.
- Hourly rate schedule for each person involved in the project.
- Confirmation that you will be available to deliver services as outlined during the proposed term of the contract. Indicate any specific dates that you may not be available.
- List of current clients and contact information for at least two references, to confirm your demonstrated knowledge, skills and abilities; and permission to contact these references, should this be required.
- Confirmation that you have Comprehensive General Liability or other insurance.
Purpose: To protect Spence-Chapin, the Contractor and their respective employees, volunteers and agents against claims for personal injury, bodily injury and property damage resulting from the work/services provided by the Contractor and its employees, volunteers, Directors.

Telephone interviews with potential contractors may be required for clarification and elaboration of aspects of proposals.

Spence-Chapin reserves the right to cancel this RFP at any time and will not compensate those who have submitted a bid.

Submission Details

The RFP will be posted on the website www.spence-chapin.org and can be downloaded from there directly as of **August 8, 2022**.

Respondents to this RFP can submit an electronic copy of their response in .pdf format to cpohl@spence-chapin.org in one e-mail. Submissions must be received no later than **August 22, 2022 at 11:59pm EST**. Responses should be clearly marked “RFP – Branding Service” in the subject line.

Anticipated Selection Timeline

The RFP timeline is as follows:

RFP issued: August 8, 2022

Deadline for submissions: August 22, 2022

Selection of top respondents; further follow-up as necessary: August 26, 2022

Contract awarded: **September 1, 2022**

OTHER INFORMATION

Facilities and Equipment

The Contractor will provide their own space, office equipment and any supplies required to complete the project.

Sub-Contractors

The work will be carried out by the Contractor’s principal(s). Sub-contracting may be permitted, with prior approval of the client. The Contractor will be responsible for ensuring all sub-contractors stay on time and on budget.

Intellectual Property Rights

Spence-Chapin Services to Families and Children will be the sole owner of the successful proponent’s work product produced for Spence Chapin, including, without limitation, the intellectual property rights including patent, copyright, trademark, industrial design and trade secrets in any product (such as artwork, photography and graphics) developed as a result of this RFP. Licensing and marketing rights will not be granted to the successful proponent(s).

Other

The proposal should confirm that neither the contractor nor any member of the contracted team would be in a conflict of interest with respect to the project if the contractor were selected to perform the services required.

Additional Information

Questions can be directed to:

Christine Pohl

Senior Director, Development & Marketing

Spence-Chapin Services to Families and Children

cpohl@spence-chapin.org; 212.360.0285