



REQUEST FOR PROPOSAL

Organizational Rebranding/Design, Tagline Development and Standards Manual

Organization Background

The Cradle of Forestry in America Interpretive Association in America (CFAIA), created in 1972, is regional non-profit based out of Pisgah Forest, North Carolina. CFAIA's mission is to promote educational, recreational and interpretive opportunities about forest and water resources, natural history, and the Cradle of Forestry in America. The CFAIA has approximately 52 regular employees (full-time and part-time) and 91 seasonal employees during the warm weather months. The CFAIA is the Southeast's leader in providing access to public lands, environmental education, recreation and front country camping experiences that enrich the quality of life for the region. The organization maintains and operates 21 recreation, education and camping facilities that serve approximately 800,000 visitors each year which includes over 150 recreational and environmental education programs and events for all ages. A variety of seasonal and year-round tours and education opportunities are also available to all ages, abilities and incomes which encourage active and healthy lifestyles while making meaningful connections with our public lands.

Included within the CFAIA's operations are Cradle of Forestry in America Heritage Site, NC Forest Supervisor's Office, Pisgah Ranger Station & Visitor Center, Grandfather Ranger Station, Cheoah Ranger Station, Nantahala Ranger Station, Tusquitee Ranger Station, Black Mountain Campground, Carolina Hemlocks Recreation Area, Briar Bottom Group Campground, Cliffside Lake Recreation Area and Van Hook Glade Campground in North Carolina; Anna Ruby Falls Recreation Area & Visitors Center, Brasstown Bald Recreation Area & Visitors Center, Lake Rabun Beach Recreation Area, Lake Russell Recreation Area, Lake Winfield Scott Recreation Area and Morganton Point Recreation Area in Georgia; Hardin Ridge Recreation Area, Tipsaw Lake Recreation Area and Indian Celina Lake Recreation Area in Indiana.

Although the CFAIA uses a wide variety of communication channels with an emphasis on electronic communication, there is a lack of sustained followers on social media channels, very little press outreach or regular newsletter communications.

The project detailed in this RFP is to provide the CFAIA with a rebranding strategy that will consolidate the design and messaging of its materials from a regional and national perspective. To be included in this project is the development and adoption of an overall design for its marketing materials, a tagline, "elevator pitch", presentation templates and a standards manual that will assist the CFAIA's staff in carrying forth a unified and cohesive marketing approach.

The Challenge

Throughout its 47-year history, the CFAIA has grown tremendously along with its community. Through the years, the CFAIA has continued to add a myriad of campgrounds, visitors centers, events and programs encompassing a variety of categories which include local and regional tours, environmental education and interpretive programming, all of which are offered to a broad spectrum of ages. Additionally, one of the CFAIA's goals is to be a recreational provider that offers opportunities for users to learn new skills and try new activities on public lands. Numerous logos have been added to the portfolio through the years and the CFAIA's management of the Cradle of Forestry Heritage Site has caused confusion on the overall brand from a user and partner's perspective.

While at one time, the CFAIA (as a non-profit) may have been the only game in town from a recreational standpoint, in recent years the market has opened up to many other recreation providers who offer similar or the same types of programs, thereby increasing competition. The North Carolina region especially is seeing unprecedented growth and the CFAIA has a unique opportunity to grow its capacity in the region and beyond in all areas of focus.

The organization is at a point where it feels it has been trying to be "everything to everyone" instead of focusing in on its core strengths and finding success in key areas. The CFAIA serves as the main "umbrella organization" for the initiatives outlined below. There are countless moving parts to the CFAIA and there is a need for cohesiveness with the brand and outreach activities. The goal of the rebranding is to build this cohesion around its program offerings, visitor centers, campgrounds, events and facilities and design a marketing message that illustrates a strong direction for the CFAIA while conveying to residents and partners the true need for such a diverse and unique organization.

Project Scope

The CFAIA is seeking a marketing firm with extensive experience in rebranding non-profits. The selected firm will work closely with the CFAIA staff, rebranding leadership team and Board of Directors to provide a comprehensive recommendation for rebranding the organization. It is expected that the selected firm will also seek input from CFAIA customers, donors, stakeholders and key community leaders. At the conclusion of the project, the selected firm will provide the CFAIA with an executable brand package including detailed treatment of marketing materials (with graphic elements, fonts and color palettes), a tagline, elevator pitch, and a standards manual that will guide staff in seamlessly executing the new brand. In addition, the final product will provide templates for presentations, newsletters and event posters. The project should also explore the potential of a complete name change. Lastly, the CFAIA is requesting a logo update for the Cradle of Forestry Heritage Site (logo below).

It's important to note that in addition to the main CFAIA's logo and identity, the CFAIA also has separate logos for all of the initiatives below. Whatever recommendation is given to rebrand the CFAIA will need to keep these elements in mind:

www.cradleofforestry.com

www.theforeststore.com

www.pisgahfieldschool.org – includes Pisgah Explorers Club

www.cradletograverace.com

www.naturalinquirer.org

CFAIA Site & Program Brands



Ownership of Final Product/Intellectual Property

As part of the RFP response, firms will need to provide a brief statement regarding the ownership of the produced materials and tagline or provide the firm's policy regarding intellectual property issues. Please include in the proposal what will be required for the CFAIA to own the final work produced.

Estimated Project Duration

It is expected that the rebranding project will take approximately 90 days to complete.

Assumptions and Agreements CFAIA reserves the right to dismiss any proposal for any reason. The proposal shall include portfolio examples (online links are acceptable) and references of businesses with which the firm has worked on similar assignments.

Submittal Requirements

Proposals must be submitted in a .pdf format to: info@cfaia.org

Proposals must include the following:

1. Completed Acknowledgement of Terms of the RFP process
2. A firm profile, length of time in business and a description of the firm's core competencies.
3. Description of the firm's design philosophy and methodology.
4. Portfolio of similar work completed for previous clients including a comprehensive package illustrating rebranding through tagline development and design elements and colors carried through a variety of promotional pieces.
5. Description of the firm's availability to begin the project in accordance with the schedule (see below). Provide a proposed timeline for implementation and delivery.
6. List service fees for the completion of the elements as requested and present the total estimated cost to complete the project, the hourly fees (with number of hours estimated) or flat rates to complete the following:
 - a. Tagline
 - b. Logo
 - c. Integrated imagery and complimentary design elements/font/color schemes
 - d. Standards manual for carrying out the brand across the organization in a seamless and consistent manner
7. Biographies for key individuals assigned to the project including tenure with the firm. Please note: if your firm is selected as a finalist, you will be asked to bring to the interview only those key individuals who will be working on the account.
8. Three references including the type of work done for each and the date of completion. Please include company name, address, phone number and contact name.
9. A summary explaining why your firm is most qualified.

All submissions must be sent electronically as a .pdf.

Selection Process

The following details the two-step process the CFAIA will use to determine the interest, qualifications and selection of a final partner for the project:

1. Submission of qualifications: Pre-qualification

The CFAIA staff will determine which firm is best qualified to complete the project based on the information requested in the RFP.

2. Finalists

The CFAIA will ask the finalists to make a presentation proposing concepts and suggestions for desired outcomes. The selection committee reserves the right to determine the number of finalists, but it is expected that two to four firms will be selected for further consideration.

Schedule for Selection Process

Issuance of RFP:	August 26, 2019
Responses Due:	September 30, 2019
Finalists Notified by Phone:	October 10, 2019
Finalist Interviews/Presentations:	October 21, 2019
Award of Contract:	November 4, 2019
Anticipated Commencement of Project:	November 4, 2019
Anticipated Completion of Project:	Presented at CFAIA Board meeting on February 12, 2019

Request for Additional Information

The CFAIA reserves the right to request any additional documentation that it deems necessary to assist with the review and contract award process.

Cancellation of Request for Letters of Interest

The CFAIA reserves the right to cancel this request for professional services at any time, to elect not to award the work listed, to reject any or all of the responses, to waive any informality or irregularity in any response received, and is the sole judge of the merits of the respective responses received.

While the CFAIA intends to award all tasks included in this request for proposals to one firm, the CFAIA also reserves the right to contract any task or portion of this work separately.

Acknowledgement of Terms of the RFP process

Project: Organizational Rebranding/Design, Tagline Development and Standards Manual

FIRM NAME: _____

MAIN FIRM CONTACT: _____

SIGNED: _____ DATE: _____

Signed document must be included in the RFP response.