



# *Brand Identity Update and Communications Strategy RFP*

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## **1. Introduction**

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**The Program to Aid Citizen Enterprise (PACE)** is seeking proposals from qualified marketing and communications professionals or agencies to lead a brand identity update initiative and develop an organizational communications strategy. For nearly 60 years, PACE has worked to advance a more equitable community by strengthening small-to-mid sized, community-based nonprofits that successfully build the assets and support the pressing needs of BIPOC (Black, Indigenous, People of Color) communities and other communities that have been marginalized.

As we navigate an evolving funding landscape and increased need for our services, PACE seeks a strategic partner to help us effectively communicate our value proposition and impact.

The selected partner will work closely with our team to develop a compelling brand identity and communications framework that honors our legacy while positioning us for continued innovation and impact in addressing current community needs.

## **2. Project Overview**

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This initiative comes at a critical time for PACE and the communities we

serve. As an intermediary organization supporting BIPOC-focused nonprofits, we face both challenges and opportunities.

Internally, PACE faces several interconnected challenges that have historically limited our marketing effectiveness. Like many small nonprofits, our dedicated staff members juggle multiple responsibilities, making it difficult to maintain consistent marketing efforts alongside their primary program duties. Additionally, without dedicated marketing expertise, we have operated without a cohesive communications strategy, resulting in reactive rather than proactive engagement with our stakeholders. We recognize the vital role strategic communications can play in advancing our mission and increasing our impact, hence this call for dedicated assistance in this area. We are now seeking a partner to help us address these challenges and develop a sustainable approach to marketing that aligns with both our mission and organizational capacity.

The project consists of two main components:

### **1. Brand Identity Update**

- Updated logo design that reflects our forward-looking perspective
- Creation of a compelling narrative that communicates our unique value proposition
- Development of comprehensive brand guidelines and assets

### **2. Communications Strategy**

- Creation of a coordinated digital media strategy
- Development of targeted messaging for different stakeholder groups (funders, community partners, program participants)
- Framework for consistently communicating our impact and effectiveness
- Strategic approach to positioning PACE as a highly competent, responsive, and essential community partner

## **3. Scope of Work**

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### **Brand Identity Update Deliverables**

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- 1) Brand audit examining current perception among key stakeholders
- 2) Competitive analysis of similar intermediary organizations at both local and national levels
- 3) Updated logo design and visual identity system
- 4) Updated brand positioning and messaging platform that emphasizes our:
  - Expertise in capacity building

- Deep understanding and concern for the communities we serve
- Vision for advancing equity
- Comprehensive brand guidelines
- Templates for key marketing materials

## Communications Strategy Deliverables

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- 1) Communications audit report
- 2) Stakeholder analysis and messaging matrix, with particular focus on:
  - Current and potential funders
  - Community-based nonprofit partners
  - Program participants
  - Community leaders and influencers
- 3) Digital media strategy, including:
  - Channel recommendations and content guidelines
  - Social media approach
- 4) Impact storytelling framework
- 5) Measurement framework and KPIs aligned with organizational goals
- 6) Implementation timeline and resource requirements

## 4. Required Qualifications

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### Required Experience and Expertise

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- Minimum 5 years of experience in brand development and strategic communications
- Demonstrated experience working with Black-led, medium-sized nonprofits with small staff teams
- Proven track record in institutional marketing and fundraising communications
- Demonstrated commitment to advancing equity, particularly racial equity, through both client work and internal practices
- Strong portfolio of similar nonprofit branding and communications projects
- Proven methodology for brand development and strategy creation

### Preferred Experience

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- Experience with nonprofit intermediary organizations

- Familiarity with the Western Pennsylvania/Pittsburgh market
- Knowledge of foundation and institutional funder landscape

### Working Model

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- Can be a marketing/branding firm or a team of consultants
- Must be available for some in-person meetings/presentations in Pittsburgh
- Remote work acceptable for majority of project activities
- Must demonstrate ability to effectively collaborate with small, busy staff teams

### Team Requirements

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- Dedicated project manager
- Experience working with nonprofit leadership and boards
- Strong facilitation skills for stakeholder engagement

## 5. Proposal Requirements

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Proposals should include the following components:

### Required Components

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#### **1. Executive Summary**

- Overview of your understanding of PACE's needs
- Brief description of your approach
- Summary of your team's unique qualifications
- Highlight of relevant experience with BIPOC-led organizations

#### **2. Project Team**

- Detailed information about team members who will work directly with PACE
- One-paragraph bio for each team member
- Role of each team member
- Team's experience working with nonprofits
- Description of your working style and values
- Your approach to client communication and collaboration

### **3. Relevant Experience**

- Case study or narrative, demonstrating similar projects, particularly:
  - Work with Black-led organizations
  - Brand update initiatives
  - Digital communication strategies
- Results and impact achieved
- At least two client references with name, title, organization, and email address

### **4. Project Approach**

- Detailed methodology for both brand identity update and communications strategy
- Project timeline with key milestones and deliverables
- Description of your collaborative process
- Approach to working with small staff teams
- Quality control and project management procedures

### **5. Budget**

- Detailed budget breakdown by project phase
- Estimated hours and rate (if applicable)
- Additional expenses or fees

- Proposed payment schedule

## Submission Instructions

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- **Submit proposals via email to: [mrichardson@pacepgh.org](mailto:mrichardson@pacepgh.org)**
- Subject line: "PACE Comms RFP - [Your Firm Name]"
- Maximum file size: 10MB
- **Deadline: Monday, March 24 at 9:00am ET**

## 6. Timeline

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- RFP Release Date: February 24, 2025
- **Proposal Due Date: March 24, 2025, 9:00am ET**
- Finalist Interviews/Presentations: March 25-31, 2025
- Partner Selection & Notification: April 4, 2025
- Project Kickoff: ASAP after notification
- Project Completion: No later than September 30, 2025

Questions and inquiries will be accepted throughout the proposal period up until the submission deadline. Please direct all questions to Maggie J. Richardson at [mrichardson@pacepgh.org](mailto:mrichardson@pacepgh.org).

Note: The selected partner will be expected to provide a detailed project timeline with specific milestones and deliverables throughout the 6-month engagement period.

Note: During the interview phase, particular attention will be paid to assessing the team's collaborative approach, communication style, and cultural fit with PACE's values and working environment.

## 8. Budget

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**PACE has established a not-to-exceed budget of \$25,000 for this**

**project. Proposals should include:**

- Detailed budget breakdown by project phase
- Estimate hours and rate (if applicable)
- Any additional expenses or fees (travel, materials, etc.)
- Proposed payment schedule

Proposals will be evaluated based on the value provided within this budget constraint. The most competitive proposals will demonstrate efficient use of resources while delivering high-quality outcomes.

**Contact Information**

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For questions or additional information, please contact:

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