



## Request for Proposals Brand and Website Design Project

**RFP DEADLINE:** Friday, December 15<sup>th</sup> 2017 by 12:00 pm

**SUBMIT TO:** Electronic submission for the proposals are preferred and should be submitted to [aimee.tilley@libertyhospital.org](mailto:aimee.tilley@libertyhospital.org) with “Proposal for Branding and Website Design” in the subject line.

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### **Organization Mission & Core Values**

#### Mission

The Liberty Hospital Foundation is committed to improving the quality of health, wellness, and care in our community.

#### Core Values

- Heart: Honesty and honor is at the heart of everything we do.
- Community: Our highest priority is the community we serve.
- Invest: We uphold the community’s trust by striving to preserve, protect and grow our resources.
- Empower: We listen to the voices of our communities, connecting with others to mobilize positive and lasting change.
- Growth: We aspire to be an innovative leader for health and wellness in our community. We continually seek new and better solutions.

### **Organization Background**

The Liberty Hospital Foundation was established in 1984 to provide financial support to Liberty Hospital by funding programs that have a positive impact on the patients and employees of the Hospital, and the Liberty community and the region.

Funds raised help the Foundation assist under-insured and under-served patients, support community health education and programs, provide valuable resources to hospital employees and patients, and offer pathways to education for future and current nurses in our area.

In 2016, the Foundation adopted the following mission statement:

*"The Liberty Hospital Foundation is committed to improving the quality of health, wellness, and care in our community."*

Building on the mission statement and a recent draft of Core Values, the Foundation would like to create a more engaging way for our donors, board and volunteers to interact with our website, printed materials and marketing/event collateral in order to reflect the work that the Foundation is doing in our community.

### **Project Scope**

The Liberty Hospital Foundation seeks a firm/contractor with experience in brand and website development with nonprofit organizations to work closely with the Foundations staff to deliver and execute a new brand package and website. The Foundation's mission will remain the same. An audit of the current brand positioning, audiences and needs, as well as communication planning have begun and will serve as a guide for all work moving forward.

### **Anticipated Schedule**

- RFP issued Friday, November 10, 2017
- Proposals due to Foundation Friday, December 15, 2017
- Decision Wednesday, December 20, 2017
- First Meeting, January 9, 2018

### **Project Duration**

It is expected that this brand and website project will be completed within three-four months of contracting with the Foundation and will be revealed in early May to coincide with the promotion of our new donor giving club levels and the 10<sup>th</sup> anniversary of Twilight at the TreeHouse held on June 8<sup>th</sup>, 2018.

### **Proposal Guidelines and Requirements**

- Describe in detail your approach and process for brand and website development, including your ideal relationship with a client
- Summary of branding/rebranding experience include examples that illustrate your process/approach
- Summary of website experience, include examples that illustrate the process from building structure to launching the site live
- Proposed approach, work plan and timeline
- Description of experience with nonprofit or community organizations, if applicable
- Detailed fee proposal which outlines the specific activities that will be performed.

- List of three references that have used your professional services. Include a contact name, address and phone number.

### **Proposal Evaluation**

Proposals are due to the Foundation by 12 pm on Friday, December 15<sup>th</sup>, 2017. Selection criteria are outlined below and will be used to evaluate all proposals received. This RFP does not commit Liberty Hospital Foundation to award a contract or to pay any costs incurred in the preparations or submission of proposals. The Foundation reserves the right to reject any or all proposals received in response to their RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the Foundation. Selection of the successful proposal will be based upon the following:

- Responsiveness to work scope and program needs
- Demonstrated experience and expertise
- Cost and time effectiveness

### **Contract Terms**

The proposed contract period for services is through the completion of the project. All material produced on behalf of the Foundation are confidential and become the exclusive property of the Liberty Hospital Foundation. The contractor may not share program materials unless explicitly authorized by the Foundation.

The RFP does not commit the Foundation to pay any costs incurred in the preparation of a proposal or to procure or contract for services. The Foundation reserves the right to accept or reject any of all proposals received as a result of this RFP, to negotiate with all qualified bidders and to cancel the RFP in part or in its entirety at its sole discretion.

### **Contact Information**

Questions regarding the RFP should be submitted to Aimee Tilley, Director of Special Events, [aimee.tilley@libertyhospital.org](mailto:aimee.tilley@libertyhospital.org).