

PRO-CHOICE  
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FOUNDATION

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**Request for Proposal**  
**Rebranding for Pro-Choice Missouri**  
**formerly known as NARAL Pro-Choice Missouri**

**Date Issued:** Friday, July 15

**Due Date:** August 15, 5:00pm CT

**Notice and instructions to responders:**

- Responses must be received by 5:00pm CT on Aug 15, 2022
- Refer questions and submit proposals to [mallory@prochoicemissouri.org](mailto:mallory@prochoicemissouri.org), [lauren.nacke@gmail.com](mailto:lauren.nacke@gmail.com)

**Overview**

“Pro-Choice Missouri,” including Pro-Choice Missouri, a 501©(4) non-profit advocacy organization, Pro-Choice Missouri Foundation, a 501(c)(3) education organization, and Pro-Choice Missouri Political Action Committee, in November 2021 disaffiliated from NARAL Pro-Choice America, and began an intentional stakeholder engagement process to take our community’s temperature on the next steps for this historic organization. This process engaged hundreds of our members and community leaders around the state and resulted in a new mission and vision for the organization. With this new mission and vision in hand, **Pro-Choice Missouri seeks professional strategic branding support to sharpen the vision of the future of the organization, and create a new brand strategy, including name(s) and logo** that will lead this legacy organization into the future as we simultaneously face the most severe challenges to abortion access in 50 years.

**Background**

For 52 years, Pro-Choice Missouri, formerly known as NARAL Pro-Choice Missouri has worked passionately on the front lines to defend the legal right to abortion through the political process and ensure patient access through our Clinic Escort program. With the help of thousands of volunteers, we fight for every person in Missouri who can become pregnant to have the right and ability to make personal decisions

regarding the full range of reproductive choices, including preventing unintended pregnancy, supporting healthy families, and choosing legal abortion.

Until recently, our work was done under the umbrella of the national organization NARAL Pro-Choice America. In July 2021, NARAL Pro-Choice America's board of directors voted to eliminate all 11 independent state affiliate organizations, including NARAL Pro-Choice Missouri. While the decision was unexpected, it has given Pro-Choice Missouri the opportunity to become a fully independent, state based organization that is even more responsive to communities here in Missouri.

One central goal of our recent decision to become an independent and community-led organization was to ensure we could do more to center the people who are most impacted by reproductive health disparities in a movement that has largely silenced those who are not white, cis, or heterosexual. The work we have already done including our name change, conducting a robust community outreach and stakeholder engagement plan, and proposed changes to the organization's model and mode of operations, have comprised **Phase 1 & 2** of our long term transition plan.

This RFP seeks to identify a consultant, individual or firm, who will work with our staff and board in executing a successful **Phase 3**. The consultant will be tasked with synthesizing the results of the existing deep analysis conducted in Phase 2, supporting the recommendations of the Transition Leadership Committee, a working group of board and staff that is leading this process, and helping us articulate our vision of the future. Phase 3 will conclude with the development of a new brand strategy, including name and logo, that will guide the organization into the future.

The consultant will have access to all previous stakeholder interview notes and analysis, and other organizational materials and resources. We also welcome their articulation of what other supportive materials will aid the branding process, including the opportunity for their own engagement with staff and leaders.

The result of this process will be the development of a new brand identity system, including name(s) and logo, proposed to the Pro-Choice Missouri staff and board on the future direction and role that the organization(s) should implement in order to advance the work of reproductive health, rights, and justice to serve the needs of all communities in Missouri and our greater region.

## **Scope of Work**

We are seeking proposals from firms and individuals to achieve the following objectives:

1. A strategic analysis that engages the results of our completed stakeholder engagement in a meaningful way, and whatever further research will support the process.
2. Prepare a proposal to the board and staff of Pro-Choice Missouri that reflects the outcome of the research and makes targeted recommendations on the future branding of the three organizational entities.
3. A proposed new branding strategy, including organizations' name(s), brand position, and logo, that articulates the new model and vision of the organization.

## **Selection criteria and requirements**

The successful responder for the project will have experience:

- Creating and implementing a successful brand strategy
- Working within a recommended timeline and budget
- Working with an organization launching or implementing major brand change
- Centering impacted communities and diversity in lived experience

## **Project Budget Details**

We have established a budget of \$10,000 for this project. Please provide a timeline and outline of deliverables within the budget , You may provide options below or above that threshold as well.

## **Proposal Submission Suggested Responses**

Suggested word count for each proposal response is 1 – 2 pages. You are invited to use links, bullet points or an outline format in your responses. Please include examples of previous brand projects.

Respondents should provide a proposal outlining :

- Who will be included in the contract: Please include biographical information of the individuals who will be involved in this process. You are invited to use websites, online portfolios, mission statements, or original creative pieces to tell us more about yourselves.
- Why are you/your firm specifically interested in this project?

- A portfolio of previous brand work. Please include up to five projects similar in nature and scale including a description of the scope of work provided for each project.
- Cost for contract. If you wish to present one or more options for cost, please identify the variables that would impact the price of the project up or down.
- Two references. You are invited to include community members, people with entry level titles, or previous clients.

## Timeline

- RFP Issued: July 15, 2021
- Due date for proposal submission: August 15, 2022
- Contract to begin: September, 2022, negotiable
- Project to be completed: October – November, 2022, negotiable

In order to find the right firm or consultant for this project we are able to be flexible with our timeline to start and complete the project.

## How to submit

**Please refer questions and submit proposal to Mallory Schwarz, Pro-Choice Missouri Executive Director, [mallory@prochoicemissouri.org](mailto:mallory@prochoicemissouri.org) and Lauren Nacke, Board Chair, [lauren.nacke@gmail.com](mailto:lauren.nacke@gmail.com), with PCM RFP REBRAND PROPOSAL in the subject line.**

Special consideration will be given to individuals or firms that identify as members of communities targeted and impacted by bans on abortion and barriers to reproductive healthcare access.

If any submission responses outlined below pose a barrier to application please email [mallory@prochoicemissouri.org](mailto:mallory@prochoicemissouri.org) to discuss accommodations and/or support time extension. We are especially interested in candidates who bring lived experience with systemic oppression and institutional racism, new and emerging leaders, and people whose expertise lies outside academia and or corporate culture.