Request for Proposal: EMILY’s List Branding Project

EMILY’s List, the nation’s largest resource for women in politics, seeks proposals from qualified contractors for a rebranding project for the organization.

This document is a Request for Proposal (RFP) for the services described below and does not obligate EMILY’s List to accept responses from eligible contractors. The RFP establishes minimum requirements a bidder must meet in order to be eligible for consideration as well as information to be included in the contractor’s bid response. Please examine carefully the specifications, conditions and limitations.

SCOPE OF SERVICES:

Overview:
It has been roughly a decade since EMILY’s List’s most recent rebrand, which changed the logo and graphics and added the tagline “Ignite Change.” In the years since, we have seen the first woman to be a major party presidential nominee, a second so-called Year of the Woman (2018), a record number of women running and elected for office and the first ever woman as Vice President. And we have a new and exciting President of EMILY’s List at the helm, Laphonza Butler, who is ready to lead the next chapter of this organization. We have also seen a growing number of Democratic political groups join the competitive space. We would like to ensure our brand reflects and highlights EMILY’s List work, from our unique offering (we are the only organization that offers everything--training, candidate services, independent expenditures--to candidates at all levels), to our effectiveness at electing a record number of women to office, to our reason for being (why does it matter to elect women).

Process:
At a minimum, we expect any process used to include elements of the following:

- **Discovery:** To understand the needs of the organization, this should include a discovery process that engages key stakeholders (which could include EL leadership, board, staff, donors, candidates, etc.) and surveys other organizations in the space. It must also include a review of our existing materials. The firm hired will work with internal contacts to drill down on objectives, timelines and goals.

- **Development of Visual Content:** This should include, but is not limited to, a new logo for EMILY’s List (and an iteration for our affiliated organizations WOMEN VOTE! And EMILY’s List Action), detailed brand standards and usage guidelines, design of brand identity template files for presentation decks, letterhead, business cards and more;

- **Development of Rebranding Narrative and Campaign Strategy:** This should include messaging for the rebrand.

- **Creation (and potentially Execution) of Rollout Plan for New Brand:** This would include tactics for rollout to key audiences as well as content for the plan.

PROPOSAL FOR REBRAND
Proposals for the rebranding project are due by January 12, 2022. EMILY’s List will reach out to a limited number of firms for follow-up and a potential presentation/zoom in the following weeks, with a goal of finalizing the decision and hiring a firm by January 31, 2022.

All proposals should have the following information:

- Your proposed process, timeline and budget for the project
- Overview of the firm, including the relevant team that will be working on the project and any subcontractors likely to be involved.
- A minimum of three case studies of similar branding projects, as well as client references.
- Details on your firm’s commitment to diversity, equity and inclusion.

Proposals should be submitted to Christina Reynolds, EMILY’s List Vice President of Communications at creynolds@emilyslist.org. Any questions about the proposal, the process or EMILY’s List should be directed there as well.

We will be making our decision based on the relevancy of the contractor’s experience, recommendations and evaluations from previous clients, strength of the proposal and alignment with the vision of our organization.

EMILY’s List may, at its sole discretion, decline to make an award or award all or part of the scope of work to one or more contractors and is in no way bound to award the work to any one contractor or to the lowest price response. EMILY’s List reserves the right to revise or modify in any way the contents of this RFP. Neither the issuance of this RFP nor the submission of a proposal or its subsequent receipt and evaluation by a bidder, nor the invitation to submit or the submission of a final proposal commits EMILY’s List to award a contract or any business to any bidder or to enter into a contract on the terms specified in this RFP. At no time prior to the execution by bidder of a written agreement with EMILY’s List shall EMILY’s List be considered to be under any obligation or commitment to contract or purchase any proposed service or equipment from any bidder. Only execution of a written contract by an authorized signatory of EMILY’s List will bind EMILY’s List, and then only in accordance with conditions contained in such contract.

EMILY’s List will not assume any expense incurred by the contractor in preparation of the response to this RFP.

Confidentiality: Bidder may not, directly or indirectly, disclose or permit the disclosure to anyone (other than EMILY’s List or other persons employed or designated by EMILY’s List) any Confidential Information. “Confidential Information” means any knowledge or information of any type whatsoever disclosed by EMILY’s List to bidder, including the existence of this RFP, as well as the existence of any agreements or other potential agreements entered into or on behalf of EMILY’s List knowledge or information relating to the plans, needs, strategies, political affairs, finances, business, operations or activities of EMILY’s List, any non-public or proprietary information concerning EMILY’s List, its operations or programs or any other information concerning contracts, proposals, policies of EMILY’s List.

**Background on EMILY’s List:**
EMILY’s List, the nation’s largest resource for women in politics, has raised over $700 million to elect Democratic pro-choice women candidates. With a grassroots community of over five million members, EMILY’s List helps Democratic women win competitive campaigns – across the country and up and down the ballot – by recruiting and training candidates, supporting and helping build strong campaigns, researching the issues that impact women and families, running nearly $50 million in independent expenditures in the last cycle alone, and turning out women voters and voters of color to the polls. Since our founding in 1985, we have helped elect the country’s first woman as vice president, 159 women to the House, 26 to the Senate, 16 governors, and more than 1,300 women to state and local office. More than 40% of the candidates EMILY’s List has helped elect to Congress have been women of color. After the 2016 election, more than 60,000 women reached out to EMILY’s List about running for office laying
the groundwork for the next decade of candidates for local, state, and national offices. In our effort to elect more women in offices across the country, we have created our Run to Win program, expanded our training program, including a Training Center online, and trained thousands of women.