

PEI Coalition for Women in Government

Request for Proposal Brand Research & Evaluation

The PEI Coalition for Women in Government is a non-partisan organization dedicated to advancing women's leadership in the political, civic, and democratic life of PEI. The Coalition is seeking proposals to undertake brand research on behalf of the Coalition, as well as any subsequent rebranding.

Overview

Project work may begin as early as September 4, 2023 and must be completed by February 29, 2024. The contract will be for between \$16,000 to \$20,000, based on experience, qualifications, and workplan, to be negotiated with the successful applicant.

Alongside consultation of our Board of Directors at each stage of this process, the brand research and revamp will include the following components:

1. Evaluation of the community perceptions of the name "PEI Coalition for Women in Government" in reflecting the organization's values through small-group facilitation and other modes of data collection;
2. A rebrand of the organization, which will be comprised of:
 - i. A distinct, memorable branding kit, including logo, fonts and colors,
 - ii. A potential new name for the organization, if the evaluation deems it necessary,
 - iii. A translation of the organizational name to French, Mi'kmaq and other common languages on Prince Edward Island;
3. Guidance throughout the completion of necessary legal and administrative steps should a renaming of the organization be deemed necessary;

4. Consultation on best practices for reaching our desired demographics (youth, BIPOC), as outlined in our strategic plan.

Proposals should outline the applicant's relevant skills and experience that will allow them to successfully:

1. Consult with different community groups across PEI as defined by the Board of Directors and staff, with particular attention to working with both urban and rural groups;
2. Oversee graphic design and branding processes;
3. Navigate the intricacies of an intersectional feminist, non-partisan organization;
4. Guide strategic communications processes.

Demonstrated familiarity with brand research, non-profit incorporation requirements, small-group facilitation, communications, will be assets to the project. Individuals, organizations, and co-applicants are encouraged to apply. Proposals may also include how online components and tools will be leveraged for effective facilitation and consultation.

Proposals may include documentation such as a resume, examples of past work, a sample work plan, and/or a letter of reference. Additional support available to the successful applicant will include administrative and advisory support from the Coalition for Women in Government Board of Directors and staff.

Submission Details

The Coalition for Women in Government is accepting proposals to coordinate this work until 5:00 p.m., August 18, 2023, to peiwomeningovernment@gmail.com. The selection will follow, which may include brief presentations to the Board of Directors; this process shall conclude by August 31, 2023 and by this date, the successful applicant will be confirmed.

Please direct questions to Sarah Outram at peiwomeningovernment@gmail.com and include your preferred contact information.

Note: The option to hire on salary may be available to a successful applicant who requires hourly payment.