



## Request for Proposals: Branding + Communications Agency

Women's Voices for the Earth (WVE) is seeking proposals from experienced and innovative communication and branding agencies to lead our organization in a rebranding initiative.

In 2022, we underwent a strategic planning process to move us closer to our vision of a just, equitable, and healthy future free of toxic exposure ([click here to read our 2022-2027 strategic plan](#)). As WVE continues to carry out this strategic plan and prepare to commemorate our 30th anniversary in 2025, we recognize the urgent need to revamp our public identity to better align with this new direction.

**About WVE:** WVE drives action towards a future free from the impacts of toxic chemicals rooted in gender justice alongside those historically and presently ignored by the environmental health movement by leveraging an intersectional solidarity approach based on our expertise in research, advocacy, and organizing. Today, we lead tens of thousands of advocates across the country in campaigns to increase corporate accountability and transparency, enact health-protective laws, and take steps to reduce toxic exposure in our lives.

### Project Overview

Women's Voices for the Earth would like to partner with an experienced brand agency with a passion for and understanding of social justice to develop and implement a strategic rebranding initiative for our organization in 2025. We envision the rebranding process to take place in the following three phases:

### Phase 1 – Organization Name Change and Brand Positioning

In 1995, Women's Voices for the Earth was founded and run by women who recognized and uplifted the connections between gender, health, class, race, and the environment and, as a result, aimed to fill the gaps that existed for women in the environmental health space.

Thirty years later, WVE is building upon this foundation and deepening our commitment to equity and justice by cultivating a community that is accessible, intersectional, and empowering for LGBTQIA+ people, young people, Black people, Indigenous people, Latine people, Asian, Asian American, and Pacific Islander people, refugees, immigrants, people with disabilities, and working-class people.

We recognize that "Women's Voices for the Earth" does not fully embrace our intersectional solidarity approach or the voices at WVE fighting for a future free of toxic chemicals. We desire a name change and brand re-positioning that allows us to lean into our role as "weavers," building a tapestry of voices, advocates, and issues across movements for environmental and reproductive justice, environmental health, maternal and children's health, gender and racial justice, and beyond.

**WVE would like to collaborate with a branding and communication agency to:**

- Conduct an audit/SWOT analysis of our current digital, social, and traditional media presence.
- Clarify our current brand position within the environmental and reproductive health space by interviewing key stakeholders and preparing a landscape analysis.
- Develop recommendations for an organization name change that reflects our intersectional solidarity approach to advocacy, organizing, research, and community-building.
- Develop a tone of voice that allows us to communicate to our diverse audience about what we do, what we offer, and who we are.

## **Phase 2 – Implementation of Brand Position and Brand Redesign**

We envision phase 2 the implementation process to include the following:

- Establish and implement a brand identity (i.e., color palette, typography, visuals, language) for our organization, as well as for cornerstone initiatives and campaigns of WVE, such as our annual Vaginal Health Week.
- The design of a new logo that includes our new name.
- A redesign of our website.
- Identifying visuals that best represent who we are (i.e., photos, illustrations, symbols, etc.)

## **Phase 3 – The Official Unveiling**

Phase three will involve introducing our audience and the public to our new name, brand, and website. The unveiling will be a major part of our 30th-anniversary celebrations, and we look forward to telling the story of our revamp in an impactful way! During phase three, we would like to collaborate with an agency to:

- Develop a strategy for introducing our new brand identity to the public.
- Develop a protocol and best practices that support our presence across digital, social, and traditional media platforms, including metrics tracking and reporting.
- Implement brand guidelines that support our new brand identity.

## **Eligibility Requirements**

We encourage proposals from agencies that:

- Have extensive experience working with nonprofits or mission-driven organizations, particularly organizations that advocate for reproductive, gender, and environmental justice.
- Demonstrate a commitment to equity and inclusion in branding and communication work and can showcase their expertise in working with diverse communities.
- Have a proven track record of successful organizational rebrands.
- Can demonstrate innovative and creative approaches to rolling out a new brand.

## **Budget**

\$20,000 - \$30,000

## Proposal Guidelines

Proposals should include:

- An overview of your agency and a link to your website where we can learn more.
- Resources that will be assigned to this project (i.e., staff and their roles, partnering agencies, etc.)
- Three examples of organizations' rebranding initiatives or relevant work and success stories.
- A proposed approach to the project, timeline, and deliverables.
- Budget and pricing structure.
- Contact information for clients you have worked with on similar projects who can provide a reference.

## Timeline

- **RFP Release Date:** Monday, November 25, 2024
- **Proposal Submission Deadline:** Monday, December 23, 2024
- **Interviews with agencies submitting top-ranked proposals:** Week of January 20
- **Agency Selection Date:** Wednesday, February 5
- **Project Start Date:** Monday, February 10
- **Desired Launch Date for New Brand/Website:** approximately July 2025

*Note that WVE's offices will be closed from December 20, 2024, through January 3, 2025. We will not be able to respond to questions about this RFP during our office closure. Please plan your proposal preparation accordingly.*

## How to Apply

Please submit your proposal and any inquiries to WVE's Communications Director, Imani West, at [imaniw@womensvoices.org](mailto:imaniw@womensvoices.org) by **Monday, December 23, 2024, at 11:59 PM EST**. The subject line should say "WVE 2025 Rebrand Proposal". Thank you for your interest in working with Women's Voices for the Earth. We look forward to collaborating with a creative and passionate agency to usher us into a new era.