



C.E.R.T.S. Adult Action Centers
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REQUEST FOR PROPOSALS: ORGANIZATIONAL RE-BRAND CONTRACT

1. Re-branding: Name Change, New Logo, Tagline & Website
2. Marketing Rollout of New Name/Logo/Tagline/Website
3. Set up/Update: Social Media Presence – Twitter, Facebook, Instagram

Project Introduction

The purpose of this RFP is to obtain proposals for the re-branding of C.E.R.T.S. Through this process we intend to identify a marketing/branding consultant that will provide creative services that best understand the needs C.E.R.T.S. has in relation to our marketing and identity, and deliver a solid and executable plan for messaging.

Project Overview

C.E.R.T.S. (legal name Collaborative Effort to Reinforce Transition Success, Inc.) is seeking a vendor partner to assist with creation and marketing of a new name and logo that better reflects the mission of the agency, a new website to improve and replace our current website at <https://certsinc.org> and development of a robust social media presence. C.E.R.T.S. is a nonprofit organization with a mission to enrich the lives of adults with multiple, severe disabilities and their families through an active, personalized day program. C.E.R.T.S. has been operating Adult Action Centers since October 2006 and enjoys a solid reputation in the Delaware disability community.

The unusual name and acronym have been a hindrance to our ability to reach people who need our services in that it does not indicate who we are and what we do, nor does it reflect the unique mission and work of the agency. The phrase “Adult Action Center” was originally chosen to advertise that the programs are activity based, however it creates confusion and is unnecessary. The “open door” logo does not signify or represent the work of the agency. The website has been refreshed several times through the years but is poorly designed, lacks certain functionality, and will need to be updated to match a new name and logo. The use of social media for outreach is significantly lacking and is almost non-existent. The agency needs assistance with marketing itself under the new name.

As part of the project, the firm to whom the contract is awarded will be expected to provide guidance on the options of using a DBA and/or the process of legally changing our name as a result of re-branding.

Enhancements sought include:

- Name/Acronym:
 - Concise; few words
 - “Catchy” and descriptive
 - An acronym (if used) should be easy to remember

- Tagline:
 - No current tagline; the addition may be helpful

- Logo:
 - Pictorially demonstrate the name and/or work being done by agency
 - Coordinate with new name
 - Possibly include a wheelchair into the logo or lettering to indicate target population

- Website:
 - Content needs to be better organized for visitors who are unfamiliar with our programs and resources, and old content needs to be updated or removed. Pages should be attractive and individual page content should be more concise. Keywords and tags should be utilized to provide maximum search functionality across the site. It needs to be compatible with mobile devices.
 - Should provide prospective participants with a complete overview of the programs and benefits of attending, while also giving families, employees and prospective funders additional information about the agency.
 - Ability to make basic content edits in-house. The back end needs to be user-friendly, and proposals should include staff training as well as ongoing maintenance, software updates, and security.
 - An easy to navigate donation mechanism. Currently the donation button does not allow the donor to specify if donation is toward a fundraising campaign, in honor or memory of a person, etc.
 - Ability for C.E.R.T.S. participants, caregivers and families to access a portal which has pertinent information and documents specifically related to the participant and his/her attendance at the day program.
 - Employee portal where staff can download payroll and benefits info, resources, policies, handbooks, etc.
 - We would like to consider a social media feed and a detailed contact form for prospective participants, those interested in employment and other inquiries.

- Social Media:
 - Update Facebook site and create new Twitter and Instagram sites with new name, acronym, etc.

Project Goals

1. Improve awareness of the company, its mission and purpose via a name and tagline that better describes same.
2. Create a new logo that reflects the name and services being provided by the agency.
3. Increase the number of visitors to the website and improve their ability to get the information they need from same. This includes prospective and existing participants, employees and funders.
4. Establish a social media presence that will help market the agency and increase brand awareness.

Our overarching goal is for people to see the value of C.E.R.T.S. and want their loved ones to attend the program, to work for the agency and/or fund the services.

Project Period: Important RFP Dates & Project Milestones

Date	Action
October 15, 2021	RFP Release to Consultants
November 5, 2021	Deadline for Questions
November 12, 2021	Proposals Due
November 15, 2021	Begin to Review Proposals
December 3, 2021	Contract Award Announcement
January 2022	Project Launch
16 - 20 weeks	End Date - Brand Launch

About Collaborative Effort to Reinforce Transition Success, Inc. (C.E.R.T.S.)

1. **Tax Status:** C.E.R.T.S. is a non-profit, non-sectarian and non-political corporation incorporated under the laws of the State of Delaware and exempt under Federal Tax code 501 (c)(3).
2. **Mission:** The mission of C.E.R.T.S. is to enrich the lives of adults with multiple, severe disabilities and their families through an active, personalized day program.
3. **Background:** C.E.R.T.S. is the only provider in Delaware whose mission is to provide day program services specifically targeted to adults with multiple, severe disabilities. The program was started by parents because their adult children could not be served at other programs due to the severity of their disabilities. The agency has a track record of successfully providing services for this niche population which has grown to include sites in both New Castle and Kent Counties in Delaware. C.E.R.T.S. seeks to expand its reach and impact statewide with a long-term plan to open a third site in Sussex County.
4. **Contact Information:** For purposes of this RFP process and all questions related to submission of proposals, including but not limited to: deadlines, questions regarding RFP requirements, organizational background, etc. the designated staff contact is Vivian Turner, Executive Director. See contact information at the end of the RFP.

Submission Instructions

Information in RFP describes the purpose of the redesign, its desired functionality, and specific requirements. Prepare a proposal to accomplish a comprehensive rebranding that includes a timeline, cost, and deliverables. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives.

Deliverables - Include the following in your proposal:

1. Company and contact name, address, email, phone, website
2. Number of years in operation
3. Information on three of your most relevant projects with similar features
4. Three references: specify name, relationship, contact email and telephone number
5. Team size, bios, years of experience, roles, and any awards/certifications
6. Copy of business license and proof of insurance
7. Any additional resources you may require for support (sub-contractors, etc.)
8. Approximate number of hours for the project with your timeline from start to finish
9. General overview of the process end-to-end

Send responses or questions to:

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