



## REQUEST FOR PROPOSAL:

### COMMUNICATIONS SPECIALIST: Organizational Rebranding Initiative

**PROPOSALS DUE:** Feb 24, 2022

#### PURPOSE

Angelic Organics Learning Center invites proposals to support our organization through a major rebranding initiative. The *Communications Specialist* will facilitate a discussion with approximately 20 staff and 10 board members in order to find consensus regarding an organizational rebrand, pending our decision to restructure our work around a new mission statement. The outcome of this initiative will be:

- A facilitated review that will lead to a new name for our organization that embodies our new mission statement;
- A new logo;
- An effective positioning statement;
- A tagline that summarizes our mission in an even more concise way;
- A cohesive voice with consistent application of concepts, words and stories;
- Consistent application of the brand identity in all communications and outreach activities

The *Communications Specialist* will ideally attend at least part of the facilitated organizational restructuring conversation, to occur in early 2023, and then will formally step in to co-facilitate decision making around the development of a new mission statement in conjunction with a Meeting Facilitator. To this end, work will officially begin prior to the official rebranding initiative and all proposals should keep this in mind.

Once the organizational restructure and mission statement work is complete, the *Communications Specialist* will take over the process entirely and work closely with the Executive Director and Director of Resource Development to develop and execute the next phase of events, in a manner that meets the goals set forth by the Board of Directors. Restorative justice facilitation is extremely important to enable an acceptable outcome of all conversations, as we strive to improve organizational culture and build relationships between staff and board members.

The rebranding initiative will take place in person, with a call-in option, between May 1 and September 1, 2023. The *Communications Specialist* will be compensated on a fixed fee basis. If any additional services are required within a 6 month period, an hourly rate will be paid.



It is our intention to hire a Meeting Facilitator to lead the organizational restructuring conversation and help us develop a new mission statement. If the *Communications Specialist* is interested in facilitating and leading this portion of the conversation, we welcome the opportunity to consider this within your proposal.

### **ABOUT ANGELIC ORGANICS LEARNING CENTER**

Angelic Organics Learning Center supports the launch and growth of dozens of local, sustainable farms while providing hands-on food and farm-based education for thousands of individuals in the region. We host a youth development program at an urban farm, a year-long business planning program for beginning farmers, regional farmer alliances, school field trips, summer camps, and more.

For twenty years the Learning Center has been on the forefront of teaching youth and their families about food, the environment, farming, and the connection to a healthier lifestyle. Between our two main programming locations in Rockford and Caledonia, and our regional activities, the Learning Center has been able to reach over 2000 participants a year with a variety of educational opportunities that encourage a deep connection to fruits, vegetables, and healthy eating.

### **SUBMISSION REQUIREMENTS**

Please submit your proposal via the [Application Form](#). Applications without all of the following pieces will not be considered. Please no phone calls. A strong preference will be given to facilitators trained in restorative justice facilitation.

- A cover letter describing your relevant experience and qualifications
  - Please include your fixed fee rate, as well as your hourly rate, as well as any additional expenses that would be payable by the Angelic Organics Learning Center.
- Resume and/or portfolio of relevant experiences
- Three references from previous clients for whom the consultant has performed similar work