

Open Call for Marketing & Communication Firm to Support Marketing and Communications Strategy

Organization: Claretian Associates

Project Title: Marketing and Communications Strategy for Claretian Associates

Contract Duration: 6 Months

Budget: \$25,000

ABOUT US

Claretian Associates builds community within the culturally diverse neighborhood of South Chicago by working with community leaders, residents, and organizations to provide affordable housing and related services for low-and-moderate income people and serves as a catalyst in creating innovative solutions to improve the quality of life. Since 1991, we have built a network of relationships and activities that have affirmed our faith in the future of South Chicago. Claretian Associates has made a significant impact in our community, and we are now embarking on an exciting new phase of growth as we plan to celebrate our 35th anniversary in 2026. As we enter this milestone year, we are seeking an experienced marketing and communication firm to help us rebrand, create a compelling messaging strategy, and design campaigns that will resonate with our current supporters while attracting new audiences.

SCOPE OF WORK

We are looking for a creative, strategic, and results-driven firm to provide the following services:

1. Brand Audit & Strategy Development

- Evaluate our current brand, messaging, and audience perceptions.
- Develop a comprehensive brand strategy that aligns with our mission, values, and long-term goals.
- Define our brand's voice, positioning, and visual identity for both digital and print materials.

2. Creative Design

- Revise or create a refreshed logo and visual identity that represents our organization's 35-year legacy while signaling a new chapter.
- Develop a set of branded materials (e.g., anniversary logo, color palette, typography, and style guide).

3. Communication & Marketing Strategy

- Create a strategic communications plan that builds interest and momentum leading into the 35th Anniversary, including key messaging and storytelling strategies.
- Build a content calendar for digital platforms (social media, website, email newsletters).
- Design and implement a multi-channel marketing campaign that engages existing donors, attracts new supporters, and raises awareness about our anniversary events and initiatives.

4. Event Promotion

- Provide marketing support for events leading up to 35th Anniversary events (e.g., gala, fundraiser, community celebrations) to ensure maximum visibility and attendance.
- Develop promotional materials (digital, print, and video) tailored to each event.

5. Public Relations Support

- Assist in crafting press releases and media outreach for our anniversary celebrations and key milestones.

QUALIFICATIONS

We are looking for a firm with the following qualifications:

- Proven experience in branding, marketing, and communication strategies, especially with non-profits or mission-driven organizations.
- Strong creative portfolio demonstrating expertise in design, digital marketing, and event promotion.
- Ability to work collaboratively with non-profit staff and stakeholders.
- A passion for social good and a commitment to helping organizations build meaningful connections with their communities.
- Strong project management skills, with the ability to deliver results on time and within budget.

PROPOSAL REQUIREMENTS

To be considered for this project, please submit the following:

1. Firm Overview

A brief introduction to your firm, including relevant experience and key team members. Please include the resume of team members who will be part of the project proposal.

2. Relevant Case Studies/Portfolio

Examples of past work, especially those related to branding, non-profit marketing, and/or anniversary campaigns.

3. Project Approach & Timeline

An outline of your approach to the project, including key milestones and deliverables over the 6-month timeline.

4. Proposed Budget

A detailed breakdown of how the \$25,000 budget will be allocated across the different phases of the project.

5. References

Contact information for at least two previous clients who can speak to your firm's capabilities and work style.

SUBMISSION INSTRUCTIONS

Please send your inquiries and proposals via email to funddev@claretianassociates.org by February 28, 2025. Please note that we are not accepting phone inquiries regarding this opportunity. All questions and submissions should be directed to funddev@claretianassociates.org for consideration.

We look forward to collaborating with a creative partner who can help us honor our past while building an exciting future!