

# **REQUEST FOR PROPOSAL**

For

**Strategic Branding and Communications Services**

**Goodwill Industries of Upstate/Midlands SC**

**Date of Issuance: April 17, 2024**

**Proposal Due Date: May 31, 2024**

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## I. GENERAL INFORMATION

### A. INVITATION

The purpose of this Request for Proposals (RFP) is to select a qualified vendor to partner with us to support our organizational brand identity (“*Goodwill to All*”) and associated communications strategy. Efforts are intended to create mission clarity, enhance mission awareness and engagement with Goodwill.

Goodwill is issuing this RFP to select a primary Strategic Branding and Communications agency.

Goodwill invites proposals until May 31, 2024.

#### **Point of Contact:**

purchasing@goodwillsc.org  
115 Haywood Rd  
Greenville, SC 29607

The Company reserves the right to reject any and all proposals, to waive any informalities or irregularities and to make the selection among the proposals as are deemed in the best interest of Goodwill. Goodwill is not liable for any costs incurred to prepare or present a response to this RFP.

### B. BACKGROUND AND OVERVIEW

Goodwill is a not-for-profit corporation which was founded in 1902 in Boston, MA. The first South Carolina store opening in Greenville, SC in 1973. We are a 501c3 organization.

An overview of our organization follows:

Two major operating divisions:

1. Retail Division – Currently operating 41 retail stores, 2 outlet stores and 3 eCommerce sites in Upstate and Midlands of South Carolina. These stores operate primarily from donated inventory, which is received at numerous donation centers. In addition, a portion of donated goods income results from the sale of salvage.
2. Career Solutions Division – The heart of our organization and the reason our Retail Division and support functions exist. Our employment and training programs are supported through the profits from our retail operations, donations, grants, and limited governmental funding.

Located across 16 counties within the Upstate and Midlands of SC, Goodwill is more than a not-for-profit. We are a person-to-person phenomenon that fosters material and economic sustainability throughout the local community. One that accepts gently-used goods, sells them in our more than 40 retail stores, then uses the proceeds to fund career training and placement services across a wide variety of industries. We are individuals from all walks of life, exchanging worth and finding value in all its different forms. Simple convenience for some. Profound opportunity for others. *Goodwill to all.*

Additional information regarding Goodwill can be found on our website, <https://goodwillsc.org>

### **C. REQUIREMENTS FOR SELECTION**

The prospective vendor replying to this RFP will possess relevant experience and expertise.

- Experience in successfully developing and supporting compelling brand strategies with results that demonstrate an increase of awareness and/or engagement of the brand to the intended audience.
- Depth and familiarity with non-profits and the non-profit landscape in Upstate and Midlands of South Carolina.
- Experience working with diverse audiences and an appreciation for diversity, equity and inclusion as a lens to guide and inform our process.

Goodwill may award a contract to the best service provider with innovative ideas, which may not be the low-price proposer. Goodwill reserves the right not to award some or all of the services contemplated herein.

### **D. GENERAL PROPOSAL REQUIREMENTS**

It is requested that proposals be prepared in a comprehensive manner as to content. Although permissible, there is no necessity for expensive binders, color displays or other promotional material. The proposal should be prepared in a format that will permit ready identification of your response to each component of this RFP in a concise manner.

The proposal must be signed by the duly authorized partner or officer who will have overall responsibility for work under the proposal.

All pricing proposals must remain in effect for at least one hundred twenty (120) days beginning the next business day after the proposals are opened. Goodwill is not responsible for any costs incurred in the preparations and presentation of your proposal.

The selected proposer will be expected to enter into a contract or engagement letter with Goodwill in a form acceptable to Goodwill.

### **E. CONTRACT AWARD**

Goodwill shall have the right to select who in the opinion of Goodwill will be in the best interest of and/or the most advantageous to Goodwill after considering the criteria set forth in this RFP. Goodwill reserves the right to waive any minor informalities or technicalities in proposals received, as may be deemed in the best interest of Goodwill in Goodwill's sole discretion. Additionally, Goodwill reserves the right to reject all Proposers at any time prior to execution of a contract and to resolicit (or not) in its sole discretion. A decision to terminate the solicitation process may be made at any time before Goodwill enters into a contract with a selected Proposer. A recommendation of contract award does not constitute a contract.

All proposals will be subject to a review and evaluation process. It is the intent of Goodwill that all proposers responding to this RFP, who meet the requirements,

will be ranked in accordance with the criteria established. Goodwill will consider all responsive and responsible proposals received in its evaluation and award process.

Further, each proposal will be evaluated for full compliance with the RFP instructions to the proposers and the terms and conditions set forth within the RFP document.

**Goodwill is not obligated to make an award to the Proposer with the lowest bid or price submitted.** Proposals will be evaluated and an award made to that Proposer who is determined to be responsible and responsive to this Request for Proposal and whose proposal is the most advantageous to Goodwill in terms of price, quality of service, the Proposer’s qualifications and capabilities to provide the specified services and comply with the applicable conditions of this Request for Proposal and Contract, and who in the judgment of Goodwill will best serve the needs and interests of Goodwill.

## **F. TERM OF ENGAGEMENT**

It is Goodwill’s intent to award the contract for an initial three-year period with the option to renew for two additional three-year periods. The decision to renew the contract will be at the sole discretion of Goodwill.

Proposers must agree to fix contract fees for at least the first one year. If the vendor intends to revise its fee schedule after the initial period, it must give written notice to Goodwill at least ninety (90) days in advance of any fee change. These fees are subject to negotiation and approval by Goodwill.

## **G. TERMINATION**

Goodwill reserves the right to cancel the contract, at any time, without cause and without penalty with a minimum ninety (90) days written notice.

Termination or cancellation of the contract will not relieve the Proposer of any obligations or liabilities resulting from any acts committed by the Proposer prior to the termination of the contract.

## **H. SELECTION PROCESS**

### **1. Schedule**

Request for Proposals Issued	April 17, 2024
Questions Due**	May 3, 2024 5:00PM EST
Responses to Questions Distributed**	May 17, 2024
Proposals Due (Submission Deadline)	May 31, 2024, 5:00PM EST
Panel to Review	June 3-5, 2024
Oral Presentations	June 10 <sup>th</sup> and 11 <sup>th</sup>
Award Notification Date	June 24, 2024
New Contract Begin Date	July 1, 2024

**\*\*Interested parties who submit questions must sign a Non-Disclosure Agreement (NDA) to receive the distribution of questions and answers. All parties involved in the preparation or execution of oral presentations must sign a NDA. Questions must be submitted by the deadline to [purchasing@goodwillsc.org](mailto:purchasing@goodwillsc.org). GIUMSC will provide the NDA forms via email.**

Questions and answers from all respondents will be compiled into one Q&A document and provided to all respondents who have submitted questions and the appropriate signed NDA(s). If the respondent has not provided GIUMSC with signed NDA(s) prior to the distribution date listed in the schedule, they will not receive the Q&A document.

Goodwill reserves the right to cancel and/or modify the RFP dates at any time.

**2. Proposers are expected to fully inform themselves as to the conditions, requirements, and specifications before submitting proposals. Failure to do so will be at proposer's own risk, and they cannot secure relief on the plea of error. Questions regarding the RFP:**

All questions regarding this RFP must be submitted in writing to:  
Goodwill's Purchasing Agent  
Email: [purchasing@goodwillsc.org](mailto:purchasing@goodwillsc.org)  
Subject line: Goodwill Industries of Upstate/Midlands SC RFP – [Company Name]

Questions should be directly tied to the RFP and asked in consecutive order, from beginning to end, following the organization of the RFP. Each question should begin by referencing the RFP page number and subject number to which it relates.

Goodwill expects to distribute responses to questions by email before 5:00 pm EST on May 17, 2024.

**3. Submission Instructions**

Submission of proposals shall be in electronic format and submitted to the secure portal provided to bidders by GIUMSC.

Compliance with the proposal submission deadline will be determined by timestamp of upload of documents to the portal. The portal can be found at [goodwillsc.org/about/purchasing](http://goodwillsc.org/about/purchasing)

**4. Right to Reject**

Upon receipt of proposals, Goodwill will review each response to this Request for Proposal. Failure to properly address all of the items set forth below may disqualify the proposal. Goodwill reserves the right to reject any or all proposals at its sole discretion. We may interview one or more proposers to further assist in the review process and will award the contract at the sole discretion of Goodwill.

## **I. CRITERIA FOR EVALUATION AND SELECTION**

Proposals will be evaluated based on the following criteria:

- Responsiveness to the requirements of the RFP, as well as the relevance of the responses to the needs of Goodwill
- Scope of services offered and demonstrated capabilities to provide solutions to key areas below
- Experience of the bidder in providing similar services to public and not-for-profit organizations
- Professional experience and qualifications of the individuals assigned to the project and supporting the required services
- Implementation/transition plan
- Cost proposal

## **II. SCOPE OF SERVICES**

### **A. GENERAL SERVICE GOALS**

The proposal must thoroughly describe how the vendor has provided expertise for similar engagements and work related to planning, coordination/facilitation and implementation of an organizational branding and how the vendor would approach the projects outlined in the Scope of Work.

The goal of the project is to support/elevate our current brand identity by:

1. Increasing Donated Goods and Retail Sales
2. Establishing mission clarity
3. Increasing mission awareness
4. Attracting great talent to work for Goodwill
5. Increasing enrollment in Goodwill's training programs/participant engagement
6. Increasing external philanthropic investment
7. Enhancing engagement through advocacy, increased partnership engagement (businesses, employers, et cetera).

### **B. SCOPE OF WORK**

The Scope of Work is to support a relevant and clear brand identity and narrative to achieve the outcomes listed above. It will include but not be limited to the following:

1. Audit Goodwill's current brand – mission, vision, values, shared purpose – to guide brand identity, brand promise and articulation
2. Evaluate Goodwill's current market and stakeholders as well as persona/audiences to develop service delivery logic model. Conduct additional research as necessary.
3. Recommend methodology and data needed to measure stated goals over time
4. Support Goodwill's current brand through advertising. Radio, television, billboard, and digital advertising are currently used.

5. Update necessary elements of the Goodwill brand guide, boilerplate, key messages, communications templates
6. Provide guidance on digital strategy and website presence

Provide a detailed description of your approach to each Scope of Work element.

### **III. FORMAT FOR PROPOSALS**

Proposers must respond to each item in this section by listing the item number and providing a complete response to each question.

#### **A. QUALIFICATIONS & EXPERIENCE**

1. Provide a brief general overview and history of your organization, including parent and/or subsidiary companies and number of employees.
2. Provide the address of the office(s) that will cover Goodwill's territory.
3. Describe the experience of the bidder in providing similar services for public and not- for-profit entities.
4. Please provide three references from similar projects your firm/company/corporation has undertaken.

#### **B. KEY PROPOSED PERSONNEL & TEAM**

1. Provide the name, title, address, phone number, and email address of the primary contact person(s) assigned to this project.
2. Provide information on the key personnel that will work with Goodwill. Information must include:
  - a. Proposed role with regard to Goodwill's account;
  - b. Biographical information to include experience with other public and no-profit entities, number of years of experience in this field, and number of years with your company
3. Customer Service
  - a. Will the bidder designate a specific customer service representative for Goodwill rather than an 800-number or e-mail address?
  - b. What are the hours of operation of each customer service unit involved in supporting the proposed service?
4. Consider providing information regarding the following questions:
  1. What is your branding/rebranding process?
  2. Why do you think you are the best branding firm/company/corporation for the project?
  3. What makes you different from your competitors?

#### **C. CONFLICTS OF INTEREST**

1. Disclose whether your company or any individuals assigned to provide services to Goodwill have any potential conflicts of interest with Goodwill, or any Board members or employees of Goodwill and, if so, the nature of the conflict.



#### **D. INSURANCE REQUIREMENTS**

1. Confirm that the bidder will procure and maintain minimum general liability insurance.
2. Please include information on any applicable insurance maintained by the bidder.

#### **E. CONTROL**

1. Describe the company's security environment (example: controlled system for access, et cetera.) Specifically cover the physical and digital security and software safeguards that you have put in place to control access to data.
2. Describe the company's security procedures for its information reporting system, both for access and information protection

#### **F. NEW/EXPANDED SERVICES AND IDEAS**

1. Please provide any additional information that you believe to be pertinent but not specifically requested elsewhere in the RFP.

#### **G. SUB-CONTRACTING**

Please provide information on any proposed sub-contractors to be used. Outside partners such as media companies, production companies, radio stations, et cetera are not considered sub-contractors for the purpose of this RFP but should be agreed upon by Goodwill before proposed work begins.

#### **H. PRICING**

1. For how long will the bidder guarantee the proposed costs and fees?
2. Provide a complete cost and fee detail. Cost related to all services described in the proposal must be listed – even if the service is not specifically referenced on the pro forma. Also, include any one-time or set-up charges, research fees, minimum fees, and all other fees that will be associated. As a general rule of thumb, please include any information related to the Cost being charged to Goodwill.