



## **The Southwest Suburban Philanthropic Network**

### **Request for Proposals** **Pro Bono Branding and Design Services**

The Board of Directors of the South West Suburban Philanthropic Network (SWSPN) invites proposals for pro bono branding and design services. During a recent strategic planning process, the SWSPN leadership identified branding and marketing of the organization as a top priority. Since SWSPN is a network of non-profit (501c3) organizations, we seek pro bono services. In exchange, we will properly recognize and promote you and your organization throughout our communications (see below). Our goal is to partner with you and make this a win-win opportunity for both organizations.

#### **Who We Are**

SWSPN is a 4-year-old nonprofit networking organization comprised of development professionals, fundraisers, funders, not-for-profit staff, corporate and foundation leaders, volunteers, and others interested in advancing philanthropy in Chicago's southwest suburban region.

#### **Our Mission**

The mission of SWSPN is to facilitate the exchange of ideas and information and foster relationships among those who believe in the advancement of philanthropy.

#### **Our Purpose**

The purpose of SWSPN is:

- A. To offer support to development professionals, volunteers and others interested in philanthropy who live and/or work in the south west suburban region of Chicago, Illinois.
- B. To maintain and improve the professional standards of those in the philanthropic arena.
- C. To provide educational programs for professional advancement and for improving on-the-job performance.
- D. To serve those charitable and educational organizations which our Members serve.
- E. To develop leaders within the profession.
- F. To provide opportunities for the exchange of ideas and information.
- G. To inform the general public by creating greater visibility of the helping professions, their organizations and programs and the greater philanthropic community.

H. To partner with other organizations to accomplish our mission.

### Services We Need

We are committed to keeping our name (South West Suburban Philanthropic Network) and our acronym (SWSPN) but we recognize that our identity would be improved with a new logo and tag line that more effectively capture our purpose.

We ask that the chosen designer provide three concepts (logo + tagline) for consideration. We would like the designer to present his/her work at our June 2, 2010 board meeting so we can ask questions, choose one design, and suggest minor changes. We expect the designer to provide digital files in formats for print and web applications. We want to achieve this strategic goal in the first half of 2010. Our timeline is below.

### Timeline

<b>Date</b>	<b>Action</b>	<b>Who Is Responsible</b>
February 2010	Suggest names of individuals and organizations with design capacities.	Board members
March 2010	Send request for pro bono branding and design services to individuals and organizations identified by board members.	President
By April 5, 2010	Designers submit proposals to our manager, Chris Glatz.	Designers, marketing experts, university classes, etc.
April 7, 2010	Select designer.	Board
April – June 2010	Designer prepares three logo concepts and three tag line concepts.	Designer
May 31, 2010	Designer submits concepts.	Designer
June 2, 2010	Designer attends board meeting. Board chooses one logo and one tag line and suggests minor modifications (if any).	Board
June, 2010	Revise according to suggestions and submit final version by July 5, 2010.	Designer
July 7, 2010	Board selects final design.	Board
July 2010	Public release of new logo and tag line.	Board and SWSPN Manager

### Contents of Your Proposal

Please provide a proposal that contains:

1. Your name and complete contact information
2. A summary of your credentials and experience
3. Three examples of graphic designs and tag lines you developed for other projects
4. Complete contact information for three references
5. A statement indicating your understanding that the work is pro bono
6. A statement of your availability to complete the project on our timeline.

**What We Can Do for YOU**

We will a) prepare a news release announcing our new logo and tag line and recognize you as the designer; b) provide recognition of your service on all printed and electronic materials, including our website, for one year (July 2010-June 2011); and c) recognize your contribution to our organization at our annual awards breakfast in November, 2010. Currently, we have over 125 members representing Will, Grundy, and Kankakee Counties.

**Contact Information**

Please address your questions to SWSPN Manager, Chris Glatz at [cglatz@managementservices.org](mailto:cglatz@managementservices.org), (815) 806-4908. All designs should be submitted electronically to Chris Glatz in a .pdf file format.