



**Read Better Be Better.**

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## **Request For Proposal Rebranding**



### Project Overview:

- **Firm Requirements:** Seeking an experienced firm in nonprofit rebranding, prioritizing creativity and community engagement while considering price as a factor.
- **Project Scope:** Marketing rebranding of Read Better Be Better, including logo update, color palette refinement, brand guidelines creation, and possible website update.
- **Timeline:** Year-long project with a full rebrand launch targeted for Spring 2025.
- **Purpose:** Reflect organization's growth and values, inspire community engagement, attract new partners, and communicate mission effectively.

### Organizational Overview:

Read Better Be Better is a nonprofit organization based in Phoenix, Arizona, founded in 2014 by Sophie Allen-Etchart as a response to the state's literacy crisis. Our mission is to connect young readers and youth leaders to inspire a love of literacy and learning. This begins by addressing the challenge that many 3rd graders in Arizona face, with a significant portion reading below grade level. This gap in reading proficiency often hinders their ability to transition from "learning to read" to "reading to learn" by 4th grade, impacting their academic progress and future opportunities. We believe that literacy is foundational to success in education and life, making our work vital in ensuring that every child has the opportunity to excel.

Initially starting as an afterschool reading comprehension and leadership program pairing 3rd grade readers with middle school leaders, we have since expanded our reach. Today, we serve students from kindergarten through 12th grade with our comprehensive reading program. Additionally, we offer two distinct pathways: the Pathways to Education Program, providing high schoolers with paid internship opportunities to work alongside RBBB staff during afterschool literacy sessions, and the Pathways to Civic Leadership Program, guiding high school students through a curriculum focused on leadership development and community engagement. Our programs not only improve reading skills but also inspire students to become leaders and changemakers in their communities, addressing broader social issues and creating a brighter future for all.





### **Mission, Vision, and Values:**

Mission: Read Better Be Better's mission is to connect young readers and youth leaders to inspire a love of literacy and learning.

Vision: Read Better Be Better envisions a world in which empowered communities demand equitable access to foundational skills.

Values: Be Excellent. Be Kind.

Be the best that we can be while cultivating a space of resiliency, grace and understanding for ourselves and others.

### **Current Situation:**

At Read Better Be Better, we find ourselves at an exciting juncture in our journey. Over the past decade, our nonprofit has experienced significant growth and evolution. What began as an afterschool program focused on improving reading skills has transformed into a multifaceted organization inspiring community engagement and leadership development. This evolution has brought about new challenges and opportunities that we want to address through a rebranding effort.

One of our primary challenges lies in our current branding and marketing strategies. We are no longer just an afterschool program; we are a dynamic hub that fosters a love of learning, civic responsibility, and community involvement among students, donors, community members, and leaders alike. As we look to the future, we recognize the need for our brand to reflect where we are headed and the bright future we envision.

While we are the only peer-to-peer based reading program offered in the state; We believe with this rebranding it would better position us to engage with and serve communities across the state. We aim to attract more donors who are passionate about education and community development, engage students and families seeking meaningful learning experiences, and inspire community leaders to partner with us in creating positive change.

Undertaking a rebranding effort is essential for several reasons. Firstly, it will help us communicate our mission and impact more effectively to our stakeholders. Secondly, it will enable us to attract new supporters and partners who align with our vision for the future. Lastly, a refreshed brand identity will





invigorate our team and stakeholders, instilling a sense of pride and purpose as we continue to make a difference in the lives of students and communities. Overall, we foresee positive outcomes from this branding effort, including increased awareness, engagement, and support for our mission and programs.

In envisioning where we want our brand to go, we aim for high quality and consistency while avoiding a child-centric focus. Our brand should embody Literacy, Advocacy, Community, Bright Future, Excellence, and Kindness. We seek a brand identity that encompasses the whole scope of engaging high schoolers into action, reflecting our commitment to inspiring positive change and fostering a sense of excellence and kindness within our communities.

### **Project Scope & Deliverables:**

#### Project Scope and Deliverables:

The rebranding project for Read Better Be Better aims to create a refreshed look that strikes a balance between modernity and continuity with our previous branding, ensuring clarity and recognition among our audience. The key deliverables include:

1. **Logo Update:** We seek a redesigned logo that captures the essence of our organization's evolution while maintaining elements that resonate with our existing brand identity.
2. **Color Palette Update/Expansion:** Our color palette will undergo updates and expansions to reflect a more contemporary and versatile visual identity. Softening certain colors can help convey a sense of approachability and inclusivity.
3. **New Brand Book and Guide:** A comprehensive brand book and guide will be developed to establish guidelines for brand usage, including logo usage, color schemes, typography, imagery, and messaging, ensuring consistency across all communications.
4. **Possibility of Brand Audit:** We acknowledge the benefits of a possible brand audit to assess the current perception of our brand, identify strengths and weaknesses, and gather insights to inform the rebranding strategy.
5. **Website Redesign:** While not a mandatory component, we are considering the possibility of a website redesign to align it with the new brand identity, enhance user experience, and effectively communicate our mission and programs.

Our inspiration for this rebranding effort comes from the successful redesigns of local organizations such as All In Education, Aliento, and Just Communities Arizona. We aim for our brand to reflect the direction of our organization,





emphasizing Literacy, Advocacy, Community, Bright Future, Excellence, and Kindness. This project seeks to create a cohesive and impactful brand identity that resonates with our stakeholders and supports our mission of empowering students and communities through education and engagement.

### **Proposed Timeline:**

For the rebranding project, Read Better Be Better proposes the following timeline:

- Begin the process of rebranding behind the scenes immediately, initiating discussions, research, and concept development.
- Aim to unveil the first look at the new logo by Fall 2024, allowing for refinement and feedback.
- Plan for the overall rebrand launch to take place by early Spring 2025, including the rollout of updated visual elements, brand guidelines, and communications materials.

This timeline allows for a comprehensive and thoughtful approach to the rebranding process, ensuring that all aspects of the brand transformation are executed with precision and alignment with our organizational goals and values.

### **Budget:**

Read Better Be Better, a nonprofit organization dedicated to fostering literacy and leadership skills among students, is seeking proposals from experienced firms for a comprehensive rebranding initiative. Our goal is to partner with a firm that can deliver the best overall value for this critical project. While price is an important consideration as we are a nonprofit, we will evaluate proposals based on a range of criteria to make our award decision. We seek a partner who can not only provide creative and strategic rebranding solutions but also demonstrate a deep understanding of our mission, values, and target audience. The selected firm will have the opportunity to contribute significantly to our organization's growth and impact in the community.





## Proposal Requirements

### Firm information

Provide agency's name, address, URL, and telephone. Include name, title and email address of the individual who will serve as agency's primary contact. Include a brief description and history of your firm.

### Project approach

Explain your project approach, style, and process.

### Provide biographies of key staff

Include a summary of experience of all key staff.

### Experience

Proposals should include a list describing projects that are similar in scale to ones that your firm has completed. Where possible, highlight work for analogous organizations.

### Schedule and timeline

Proposals should include the estimated project duration.

### Cost

Proposals must include the estimated cost for all work and list of anticipated expenses.

### Proposal Submission

Submit Proposal by: May 31<sup>th</sup>

Please submit your proposal to our Proposal Portal at:

<https://forms.monday.com/forms/8f5e1e84746612d81ae526e489cdcea?r=use1>

