

# NATIONAL IMMIGRANT JUSTICE CENTER (NIJC)

immigrantjustice.org

## Request for Proposals Nonprofit Organization Rebranding June 2024

**Respond to:**

Tara Tidwell Cullen

Director of Communications

National Immigrant Justice Center

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**Deadline:**

July 24, 5 p.m. U.S. Central Time

**RFP issued by:**

National Immigrant Justice Center

immigrantjustice.org

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## I. BACKGROUND OF ORGANIZATION

For 40 years, NIJC has promoted human rights and access to justice for immigrants, refugees, and asylum seekers through legal services, policy reform, impact litigation, and public education. NIJC seeks to transform the U.S. immigration system to one that upholds human rights and dignity. NIJC challenges immigration detention, deterrence policies, and the stripping of access to asylum. We draw upon our direct service experience to advocate with policymakers, educate the public, and litigate oppressive policies to move toward a system that recognizes human dignity, the value immigrants add to U.S. society, and due process in the legal system. NIJC’s staff have the legal expertise to take on the most complex cases and frequently collaborate with partners nationwide to build systems to increase access to justice and demand more humane immigration laws.

NIJC was founded in 1984 by a group of Chicagoans who recognized the need for immigration legal services for migrants arriving to the city from Central America and Haiti. Originally known as the Midwest Immigrant Rights Center, the organization served about 82 people in its first year, through a mostly volunteer network of 60 attorneys. Over the past 40 years, NIJC expanded into a nationally recognized organization with offices in Chicago, Indiana (Goshen and Indianapolis), San Diego, and Washington, D.C. NIJC now has a staff of more than 160 and

a network of about 2,000 pro bono attorneys. NIJC provides legal services to more than 10,000 immigrants each year, including people seeking asylum, people in immigration detention, unaccompanied children, survivors of domestic violence and human trafficking, LGBTQ immigrants, and people who have lived in the United States for decades and are pursuing legal status to remain with their families and communities. NIJC and its pro bono attorneys have been on the vanguard of federal impact litigation and policy advocacy, setting positive precedents for those seeking human rights protections within our borders. In addition to its legal work, NIJC's policy analysis and issue-based reporting has helped to hold the U.S. government accountable for its treatment of immigrants and led to reforms within the system.

## II. SUMMARY OF PROJECT

NIJC recently became an independent 501(c)(3) nonprofit organization, separate from the nonprofit Heartland Alliance that has functioned as NIJC's parent organization for the past four decades. NIJC needs a new logo and branding to reflect this new independent identity and to uplift the organization's ongoing mission to defend human rights protections and access to justice for all immigrants, refugees, and asylum seekers.

NIJC's logo and branding reaches audiences via the following touchpoints:

- NIJC's website, [immigrantjustice.org](https://immigrantjustice.org) (about 37,000 unique visitors monthly) and email subscription list (more than 50,000 subscribers) reach the following audiences: immigrants seeking legal services and information about their rights; attorneys providing pro bono immigration representation; policy makers, journalists, and immigrant rights advocates seeking analysis of immigration proposals; and foundations and community members looking to support immigrant rights.
- NIJC's social media channels reach approximately 74,000 people. Our current priority channels are [LinkedIn](#), [Instagram](#), [X/Twitter](#), [Facebook](#), and [YouTube](#).
- Publications such as press releases, advocacy reports, and policy briefs reach local and national media, congressional offices, and Executive Branch officials who rely on NIJC for expert analysis of immigration proposals and how those proposals impact immigrants, families, and communities.
- NIJC's annual Human Rights Awards luncheon, held in June, which is one of the Chicago legal community's largest fundraising events and NIJC's primary source of unrestricted funding.
- Community legal clinics, attorney trainings, and "know your rights" presentations for long-time immigrant residents and recently arrived migrants, often held in partnership with pro bono law firms and community-based organizations.

NIJC has recently completed a year-long strategic planning process to define the organization's theory of change and priorities. The documents developed through that process will be made available to help inform the brand development process. We can also provide analytics reports for our website and social media channels and relevant findings from a recent survey of NIJC

staff and pro bono attorneys. To the extent allowed by the project budget and timeline, NIJC will facilitate focus groups or one-on-one conversations with NIJC staff, board members, and other key stakeholders to further inform the brand development process.

This rebranding RFP, vendor selection, and project launch will happen concurrently with a website redesign process for NIJC. The RFP for the website project is available at <https://immigrantjustice.org/RFP-2024>.

### III. CONTRACT TERMS

NIJC will negotiate contract terms upon selection. All contracts are subject to review by NIJC, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

### IV. PROJECT OBJECTIVES

- Create a brand identity that establishes NIJC as an independent 501(c)(3) organization and steadfast advocate for immigrant rights and access to justice
- Develop a logo and other visual collateral that celebrates NIJC's mission and unique contribution to the immigrant rights space.
- Ensure consistency across brand touchpoints by providing tools, logo files, and guidance for staff to integrate NIJC's new identity into their work.

### V. PROJECT SCOPE

- **Discovery and research:** Meet at least once with NIJC's project lead and rebranding committee and review resources provided by NIJC regarding the organization's mission and vision, stakeholders and audiences, website and other brand channels, and market position. NIJC will consider proposals for additional work such as stakeholder interviews and focus groups, to the extent allowed by the project budget and timeline.
- **Rebranding strategy:** Based on discovery and research, document the strategy you will use to develop NIJC's new brand identity and logo, including audience testing and/or opportunities for stakeholder feedback. Describe any additional support available for the public launch of the new brand, to the extent allowed by the final project budget and timeline.
- **Logo redesign:** Deliver color and monochrome logo files which can be used for both digital (including NIJC's website and social media channels) and print publications. Must include at least one vector file. Color palette must meet WCAG accessibility requirements on both white and black backgrounds. Proposals should indicate the number of drafts and/or rounds of feedback NIJC will be provided during the logo redesign process.

- **Brand book:** Create a brand book for NIJC which includes the following components: purpose of the brand book, logo file images, color codes for primary logo color(s) and recommended accent colors, typography guidelines and other visual/image guidelines, and basic do's/don'ts for logo and brand usage. Proposals for additional guidance to help NIJC staff understand how to use the brand voice (i.e. legal versus non-legal communications, email guidance, etc.) will be considered to the extent allowed by the project budget and timeline.
- **Template design (if budget permits):** Design templates integrating NIJC's branding such as print and electronic letterhead, envelopes, Powerpoint presentations, and Word templates for organizational fact sheets

## VI. BUDGET

The proposed budget must encompass the full scope as defined above, as well as design, production, and software or licensing acquisitions necessary for the project.

## VII. TIMELINE

June 24, 2024: RFP issued

July 1, 2024: Deadline for prospective candidates to submit questions

July 8, 2024: NIJC will respond to all questions submitted

July 24, 2024: Proposals due

July 29, 2024: NIJC will reach out to finalists with questions or requests for more information

August 2, 2024: NIJC will select firm

August 19, 2024: Project launch

Late October: Launch new brand identity

## VIII. STAFF RESOURCES

The NIJC core team involved in the rebranding process will be:

*Project Manager* (NIJC Director of Communications Tara Tidwell Cullen) - Responsible for keeping the project on schedule and within budget; compiling resources regarding NIJC's mission and vision, audiences, market position, and current brand assets; and acting as a liaison between the vendor and NIJC's rebranding committee.

*Project Lead* (NIJC Executive Director Mary Meg McCarthy) - Responsible for sign-off on contract and key decisions.

## IX. PROPOSAL REQUIREMENTS AND FORMAT

## **A. Requirements**

**Deliver proposal as a PDF attachment to the attention of:**  
**Tara Tidwell Cullen**  
**National Immigrant Justice Center**  
[ttidwellcullen@immigrantjustice.org](mailto:ttidwellcullen@immigrantjustice.org)

- The mandatory criteria must be met and include itemized cost proposals. The price you quote should be inclusive. If your price excludes certain fees or charges (including potential overage fees), you must provide a detailed list of excluded fees with an explanation of the nature of those fees.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the subcontractor.
- Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

## **B. Format**

Please use the following guidelines to format your proposal:

### **Project Description**

Discuss your proposed process to fulfill the objectives and scope described in Sections IV and V

### **Timeline**

Proposals must include timeline for proposed work. Time frames will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested. Please indicate how many rounds of review are typically provided for logo design and other deliverables for projects of this scale and budget.

### **Length and Font Size**

Please use fonts no smaller than 10 point. Maximum proposal length should not exceed 15 pages.

### **Title Page**

Should include: "National Immigrant Justice Center Rebranding Proposal," your company name, address, website address, telephone number, fax number, e-mail address and primary contact person

### **Cover Letter**

Signed by the person or persons authorized to sign on behalf of the company

### **Qualifications**

Please discuss the following elements:

- At least three case studies, with graphic design samples, that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project.
- Describe your experience working with nonprofit advocacy organizations and developing designs that follow accessibility best practices. Why do you think you are the best branding company for the project?
- Provide current reference information for three former or current clients.
- Briefly describe your individual and/or organizational capacity to manage this project, length of time in business, who will be working on this project, and core competencies.
- Briefly describe your firm's rebranding process, including your firm's project management process.
- Discuss any planned mergers or acquisitions.

### **Budget and Fees**

Detail budget as requested in Section VI

## **X. EVALUATION CRITERIA**

The following criteria will form the basis upon which NIJC will evaluate proposals.

- Suitability of the proposal – the proposed solution meets the needs, criteria, and timeline set forth in the RFP.
- Candidate experience – Candidate has successfully completed similar projects for nonprofit organizations, especially human rights and/or social or racial justice organizations.
- Value/pricing structure and price levels – The price is commensurate with the value offered by the proposer and meets NIJC's budget requirements based on funding availability.
- Proposal presentation – The information is presented in a clear, logical manner and is well organized.
- NIJC encourages proposals by minority-owned and women-owned businesses.

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