



Request for Proposals: Restructuring and Rebranding Consultant

Agency Background

The Iowa Coalition Against Sexual Assault (IowaCASA) is a statewide nonprofit dedicated to ending sexual violence through supporting quality healing services in Iowa and beyond, and advocating for necessary social, political, economic, and institutional change. IowaCASA is based in Des Moines, Iowa with staff located throughout the country.

IowaCASA is also the lead partner in the Resource Sharing Project (RSP), a national collaborative providing training and technical assistance to sexual assault programs, coalitions, and funding administrators across the country.

Project Background

IowaCASA is seeking qualified contractor(s) to support the organization in analyzing, planning, and executing a successful restructuring process and developing a strong brand identity.

Proposed Timelines

All work must be completed by Mar 15, 2025. In your proposal, please include a breakdown of how you would accomplish the proposed work in that timeline or propose a timeline of activity.

Proposed Scope of Work

Selected contractor(s) will be responsible for reviewing IowaCASA's newly revised internal mission, vision, and strategic planning documents, and recommended organizational restructuring. The consultant will meet with current staff and relevant partners to delineate the new structure in detail and its accompanying rebranding to support the structure and staffing pattern that will maximize the organization's ability to support survivors and prevent violence. Contractor(s) will also design a plan, materials, and rollout for rebranding the agency and introducing the new structure to stakeholders.

Specific Deliverables

- Organizational Structure
 - Provide a comprehensive analysis of strengths, weaknesses, opportunities, and threats of proposed new structure.
 - Review internal strategic planning and related documents
 - Create a visualization of the new proposed agency structure
 - Develop an operational plan for implementing selected structure
 - If necessary, conduct additional meetings with internal and external stakeholders to gain perspective on organizational and community needs
 - Support to the senior leadership team and finance team to analyze the financial data to optimize resource allocation and develop a plan to implement restructuring with funders.

- Organizational brand
 - Develop a new organizational brand that fits the new structure, mission and goals. Please outline your process in your proposal.

- Assess the organization’s current brand usage, awareness, consistency and effectiveness
- Develop multiple potential changes for brand aspects, changes to the organization’s name, taglines, key messages, and logos
- Facilitate selection process
- Create a brand usage guide for internal use
- Provide a “brand strategy,” written guidance on rolling out the new brand internally and externally

Current Roadblocks and Barriers to Success

- IowaCASA is currently experiencing significant transition at multiple levels of the organization. Changes in staffing, funding, and state and national climate mean that the organization needs to make strategic movements to remain relevant to the needs of supporting survivors and preventing violence.
- IowaCASA is a 14-person non-profit in a hybrid work environment with staff working across several time zones. Please include generous review and response times in your proposed project timeline to accommodate limited staff capacity.

RFP Submission Requirements

For individuals

Name, email, website, social media links

For agencies

Agency name, name of person working on the contract, their years of experience, team size, email, address, website, and phone number

For all

- Summary of which deliverables, in full or in part, you are responding to
- Breakdown of estimated project milestones, tasks, hours, and timeline from start to finish. All work must be completed by March 15, 2025.
- Please include a breakdown of how you would accomplish the proposed work in that timeline.
- Estimated budget required to complete proposed work.
- Links or attachments to 3-5 examples showing projects you've completed that fall under the same scope of work proposed for this project.

Selection Criteria

IowaCASA will review submitted proposals for qualifications. Your proposals will be scored, and the top candidates will move on in the process. You may request access to the results of your scoring. Some of the criteria will be:

- Previous work and how it aligns with what we're asking for (40%)
- Budget (30%)
- Ease of communication (20%)
- Alignment of proposed timeline (10%)

The ideal vendor(s) will have:

- At least 5 years' experience doing anti-sexual violence work.
- Sound knowledge of sexual violence coalition roles and responsibilities.
- Proven track record of successfully managing similar restructuring projects.
- Ability to take a high-level view of the organization and align restructuring plans with long-term goals.

- Vision to design innovative strategies to overcome challenges and seize opportunities.
- Understands and respects the organization’s culture and values while guiding transformation.
- Strong written and oral communication skills, including the ability to facilitate meetings via phone, email, and video calls.
- Ability to adopt a capacity- and consensus-building working style, supporting members of a hybrid team.
- Works well with leadership teams and cross-functional departments to implement changes.
- Responds quickly to unexpected challenges or changes in the project scope.

The ideal vendor has an understanding of working with nonprofits and have influenced brands or companies focused on systems change or having a social impact.

How to Submit Proposals

Please submit a resume or CV, cover letter, and at least two references to the IowaCASA Interim Executive Director Tamika D. Payne at jobs@iowacasa.org with the subject line: “Restructuring and Rebranding RFP”. IowaCASA will accept proposals until January 15, 2025.