



Request for Proposal – Rebranding Support

Issued by: StolenYouth, a 501(c)3 Nonprofit Organization

RFP Issue Date: February 13, 2025

Proposal Due Date: March 14, 2025

About StolenYouth

Vision: StolenYouth envisions a world where every child and youth is safe from sexual exploitation and trafficking.

Mission: To prevent child sexual exploitation and trafficking through education, advocacy, and empowerment.

According to the United Nations, as many as 50 million people are trafficked each year. 71% of all trafficking victims are women and girls, and 90% of these women and girls are trafficked for sex. This issue affects a disproportionate number of marginalized youth - particularly people of color.

StolenYouth provides direct grants to survivors to support their rebuilding of their lives, including advancing their recovery, health, and education.

Following a strategic planning process in 2024, StolenYouth identified a need and opportunity to expand into a new focus area: prevention through education, with an emphasis on reducing victimization from online sexual exploitation.

By the end of 2025, StolenYouth will be the first Washington nonprofit to develop and deliver free on-demand anti-exploitation curricula for students grades 7-12 via the Washington Public School System. StolenYouth's goal is to ensure accessible and immediate education for at-risk youth and intends to scale nationally within the next five years.

Purpose of the RFP

StolenYouth is seeking an experienced branding firm to lead a rebranding initiative, primarily focusing on the development of a new name for the organization. The



selected partner should have expertise in nonprofit branding, website design, and messaging strategy.

Scope of Work

The selected vendor will be responsible for guiding StolenYouth through a rebranding process, which includes but is not limited to the following:

1. Brand Discovery & Research

- Propose a simple approach to assessing the market, competition, and current organization brand strengths and weaknesses.
- The selected firm will have access to 12+ stakeholder interviews already completed (staff, board, donors and partners) on perceptions of our current name.

2. Name Development

- Propose new name options that align with StolenYouth's mission and vision.
- Ensure name availability (domain, trademarks, social media handles).
- Facilitate discussions and feedback loops with key stakeholders to refine name choices.

3. Brand Identity & Messaging

- Develop a positioning statement to support the new brand.
- Provide recommendations on how to transition from StolenYouth to the new brand while maintaining donor and community trust.
- Ensure alignment with the organization's core values and focus on prevention.

4. Visual Identity & Logo Adaptation

- Create a new visual identity/logo that reflects the new brand position and name.
- Develop a color palette, typography, and other visual elements to support the refreshed brand identity.
- Create brand guidelines to ensure consistency across all communications.



5. Implementation Plan & Rollout Strategy

- Develop a phased implementation plan, including external and internal communication strategies.
- Provide guidance on updating digital assets, printed materials, and signage.
- Outline best practices for introducing the rebrand to key stakeholders and the public.

Proposal Requirements

Interested consultants or firms should submit a proposal that includes the following:

1. Cover Letter

- Brief introduction and summary of your qualifications.

2. Experience and Expertise

- Overview of relevant experience in branding, rebranding, and nonprofit marketing.
- Examples of previous work with nonprofit organizations (preferred).

3. Proposed Approach

- Description of your approach to developing and executing a comprehensive rebranding strategy.
- Outline of your proposed methodology, including key phases and engagement strategies.

4. Project Team

- List of any team members who will be involved in the project, including their roles and relevant experience.

5. Timeline

- Proposed timeline for completing key project milestones.

6. Budget

- Detailed cost breakdown, including fees for services and any anticipated expenses.

7. Project Assumptions

- Please define any assumptions you are making related to your proposed approach, timeline and budget.

8. References

- Provide at least two references from previous clients.



Selection Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated expertise in branding, rebranding, and nonprofit marketing.
- Experience working with mission-driven organizations.
- Quality and relevance of previous work.
- Proposed approach and methodology.
- Cost-effectiveness and value.
- References and client feedback.

As a 501(c)3 nonprofit organization, StolenYouth is very mindful of cost. Every dollar spent on rebranding will be one taken away from prevention efforts and/or supporting survivors. While cost is not the only determining factor in our selection process, we are open to (and encourage) creative solutions related to cost.

Selection Timeline

- Feb 13: RFP announced
- Feb 26: Discovery Q&A Call*
- Mar 14: Completed proposals must be submitted by 5:00 p.m. PT
- Mar 20: Vendors notified whether they advance to the final round of review
- Mar 25-27: Final team interviews/discussions
- Apr 1: Vendors notified of final selection & contracts exchanged
- Apr 7: Kick off meetings and start date for new vendor

*Discovery Q&A Call

Please join a Discovery Call where we will share more about our organization's needs and provide Q&A for interested parties.

When: Feb 26, 2025 11:00 AM Pacific Time (US and Canada)

Register in advance for this meeting:

<https://us06web.zoom.us/meeting/register/d50UiKOUQcSsOIXcJVhVVg>



After registering, you will receive a confirmation email containing information about joining the meeting.

Please forward any specific questions to us in advance at hope@stolenyouth.org, subject line: Discovery Call Q&A

Please register even if you are unable to attend, so that we have your contact information to share any notes or recordings of the event.

Submission Instructions

Please digitally submit your proposal by March 14, 2025, via email to

StolenYouth

Email: hope@stolenyouth.org

Email Subject Line: Rebranding RFP Response

Terms and Conditions

- StolenYouth reserves the right to reject any or all proposals.
- All submitted materials become the property of StolenYouth and will not be returned.
- The selected consultant or firm will be required to sign a confidentiality agreement and comply with StolenYouth's policies.

We look forward to receiving your proposal and exploring how we can work together to amplify StolenYouth's mission and impact.