



# Nashua River Watershed Association

592 MAIN STREET, GROTON, MASSACHUSETTS 01450-1230

TEL: 978/448-0299 FAX: 978/448-0941

[www.NashuaRiverWatershed.org](http://www.NashuaRiverWatershed.org)

## NASHUA RIVER WATERSHED ASSOCIATION

### REQUEST FOR PROPOSALS:

### DESIGNER

### FOR PRINT DESIGN, WEB DEVELOPMENT, AND PUBLICATION ASSISTANCE

#### **The Organization:**

The Nashua River Watershed Association (NRWA), founded in 1969, is an award-winning nonprofit environmental organization based at its River Resource Center in Groton, Massachusetts. The Association's mission is "to work for a healthy ecosystem with clean water and open spaces for human and wildlife communities, where people work together to sustain mutual economic and environmental well-being in the Nashua River watershed." The Association serves as an educator, steward, advocate, and provider of technical services for communities in north central Massachusetts and southern New Hampshire. The NRWA has a professional staff of approximately eight full-time-equivalents, a fourteen member Board of Directors, and hundreds of volunteers. These volunteers include many generous friends of the Association who have assisted *pro-bono* with one aspect or another of the Association's graphic design and website activities. For more information on the Association:

[www.NashuaRiverWatershed.org](http://www.NashuaRiverWatershed.org)

#### **The Re-Branding Project:**

Recently the NRWA has undertaken a process to assess its brand. An Image Committee comprised of three board members has worked with staff and the Association to forward the process. NRWA's existing communication materials were reviewed; a survey was conducted of NRWA staff and board; primary research was done on competitive brands, and secondary research was done on non-profit branding. The NRWA worked on brand positioning and a brand positioning statement. The NRWA considered its name, tagline, graphics, and key messages. The NRWA is now ready to give creative direction on the graphic elements of the brand.

The overarching **goal** of the re-branding project is to improve how we communicate who we are and what we do, so as to better attract supporters.

#### **The Request:**

The NRWA is ready to engage a designer(s) to provide a comprehensive redesign. We are seeking a redesign of all our communication vehicles, and assistance with implementation.

- **Part I: Print Design**

Develop new logo, font, colors, graphic representation of our acronym "NRWA"



• **Part II: Web Development**

Redesign the look and structure of the NRWA website. Designer can approach web development through three different levels of service:

- A. Graphic design for the website and creation of a new homepage (no subpage creation).
- B. Item A plus construction of templates for web subpages.
- C. Items A and B plus construction of the entire website including the graphic design, homepage, and all subpages (NRWA would provide content and input on mapping to designer).

Regardless of the level of development proposed, the new design must:

- ✓ Reflect the new brand identity in an attractive and appealing manner.
- ✓ Demonstrate clear navigation to internal contents.
- ✓ Accommodate dynamic information such as the latest news and event highlights.
- ✓ Make use of technology that will allow for easy updating by NRWA staff/volunteers with average HTML skills. Content management systems will be considered as well as Dreamweaver/HTML.

• **Part III: Assistance with Publications and Related Materials**

Implement the new look on letterhead, e-newsletters, brochures, print newsletters, annual reports, endowment campaign materials, banners, sign, etc.

**The Terms:**

Proposals should include:

1. A statement of qualification including a description of the company, services provided, type of clients, qualifications, and any other pertinent information. Ideally, the Association will engage firms that excel in both print graphics and website design, though it could consider proposals from firms that can provide just one aspect or another of the project.
2. A summary of respondent's experience with marketing/branding projects of similar size and scope, including samples of work completed, either in hard copy or via web links. Ideally, sample work products should include 1) images & materials reflecting what the client was utilizing *prior* to the re-branding or design project; 2) the stated goals & creative direction of the re-branding or design project; and 3) images & materials that the designer created as a *result* of the project.
3. A detailed pricing proposal, broken down into the three parts outlined (including pricing for each level—A, B, and C—of Part II). In requesting assistance during this re-branding process, the Association would like to receive proposals that reflect what *pro-bono* assistance the firm or individual is able to offer and what aspects would need to be paid for by the Association.
4. A proposed timeline.

**The Timeline:**

Please submit proposals by March 8, 2010 to: Wynne Treanor-Kvenvold, Communications Manager, Nashua River Watershed Association, 592 Main Street, Groton, MA 01450, or by email to [WynneT@NashuaRiverWatershed.org](mailto:WynneT@NashuaRiverWatershed.org).