



NAIHC Organization Re-Branding RFP

National American Indian Housing Council

Project Name: NAIHC Organization Re-Branding Project

Project Organization: National American Indian Housing Council (NAIHC)

Organization Type: National non-profit organization

RFP Deadline: Friday, July 30, 2010

Key Contact Person:

April Hale

Communications Manager

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Preferred Method of Communication: Email and Phone

Project Organization Overview (*mission, philosophy, etc.*): Founded in 1974, the National American Indian Housing Council (NAIHC) is the only national organization representing housing interests of native people who reside in Indian communities, Alaska Native Villages, and on native Hawaiian Home Lands. The NAIHC is composed of 271 members representing 463 tribes and housing organizations. NAIHC also has associate and individual members and organizations that support its mission. NAIHC is guided by a 10-member Board of Directors representing tribal housing entities in nine geographical regions throughout the United States. NAIHC promotes and supports tribal housing entities in their efforts to provide culturally relevant and quality affordable housing on behalf of native people.

Statement of Need: The National American Indian Housing Council (NAIHC) is accepting proposals for its organizational re-branding project. NAIHC will undergo a complete re-branding of all its promotional products, including but not limited to: logo; slogan; letterhead; business cards, legislative briefing folders, Federal Monitor; training manuals/handbooks; training certificates; scholarship documents; conference materials; stand-up booth display; electronic newsletters/announcements; annual report, calendars, report covers; standard reports format; membership brochures/pamphlets; membership

applications; and website implementation of new re-branding graphics. A complete list of re-branding items by department is attached.

NAIHC has chosen a new logo but needs assistance in created several versions of the new logo:

- Standard square logo with teepee and slogan
- Logo with acronym (NAIHC)
- Traditional logo with organization name
- Logo with image of the Capitol to show “national” presence
- Use of different fonts
- Use red, silver, and blue colors

Each NAIHC department has different needs, thus having a slightly different re-branding:

- Office of Governmental Affairs (OGA) – advocacy on Capitol Hill; communications with Members of Congress and Hill staffers (re-branding items: presentation folder, position papers, Federal Monitor); and communications with federal agency representatives. A specialized folder is desired.
- Training/Technical Assistance (T/TA) – provides training/technical assistance for tribal housing program (re-branding items: manuals/handbooks, training certificates, PowerPoint presentations); and offers training scholarships to tribal housing professionals (scholarship documents). A specialized folder is desired.
- Conferences/Events – organizes three major events a year (re-branding items: save-the-date cards, flyers, event signage, award plaques).
- Communications – provides communication between organization and its membership, Members of Congress, federal agencies, national/regional Indian organizations, and the general public (re-branding items: electronic newsletters, announcements/alerts, media advisories/releases, annual report, calendar). An in-house writing stylebook is also desired. The NAIHC website revamp is being designed by NAIHC’s webmaster, but new re-branding graphics and applications will apply.
- Membership – coordinates membership updates and maintains contact with members; recruits new members and sponsorships (re-branding items: membership brochure/ pamphlets/flyers, membership applications); and represents NAIHC at regional and national events (re-branding item: stand-up booth display).
- Research – conducts research regarding tribal housing programs and federal agencies; and reports to NAIHC Board of Directors (re-branding items: report covers). A standard reports format is also desired.

NAIHC Re-branding RFP attachments:

- About NAIHC one-pager
- About NAIHC’s Training and Technical Assistance one-pager
- NAIHC departmental re-branding items list

- NAIHC preferred logo

Decision Making Process:

Final Decision Maker

Mellor Willie, Executive Director, NAIHC

April Hale, Communications Manager, NAIHC

Instructions for Responding:

Proposals shall be submitted preferably by email. Use subject: “*NAIHC Organization Re-Branding RFP*” and proposals must be received by the date and time, and at the place established above, in order to be considered. Respondents are requested to submit proposals that address each of the following items in the order listed to facilitate the review process:

- **Expenses related to the preparation and completion of a response to this RFP is the sole responsibility of the vendor.**
- **The proposal with the lowest dollar amount will not necessarily be considered as the best proposal.**
- **Proposals must include a design, printing, and shipping schedule.**
- **Incomplete and/or late responses will not be considered.**
- **Accepted Formats for Response:**
 - Mail
 - Fax
 - Email
 - Courier

Each proposal responding to this RFP must include the following information (in the order presented here).

Primary Sales Contact:

Full Name:

Job Title:

Company Name:

Mailing Address Line 1:

Mailing Address Line 2:

City:

State/Province:

Zip/Postal Code:

Phone:

Fax:

E-mail Address:

Website:

Experience:

How many projects of similar size and scope as the one described in this RFP has the company provided services for in the past three years?

When was the company founded?

What is the company's scope of services?

What software will the company be working with?

NAIHC RFP Evaluation:

NAIHC will determine the most responsive proposal based on the printing cost and ability to meet the design, printing, and shipping schedule.

Questions:

Direct all questions and requests for additional information regarding this RFP to the NAIHC contact person designated.

NAIHC Note:

Awarding this print job will be done in accordance with NAIHC's Procurement Policy and will be based on the selection criteria identified in this RFP. Respondents must be businesses that are qualified, responsive, and reliable to be considered.

The work to be performed under this contract is subject to Section 7(b) of the Indian Self-Determination and Education Act (25 U.S. C. 450e). Section 7(b) requires, to the greatest extent feasible, that:

- Preference and opportunities for training and employment shall be given to Indians.
- Preference in the award of contracts and subcontracts shall be given to Indian organizations and Indian-owned economic enterprises.

NAIHC expects that all work will be performed in a professional manner. All information provided in this RFP is proprietary for this purpose only. Information cannot be released without written permission from the NAIHC contact person.