REQUEST FOR PROPOSAL
Name Change Process

Neighborhood Housing Services of Phoenix (NHS Phoenix), a 37-year-old Valley non-profit dedicated to the revitalization of Phoenix neighborhoods by providing a full-range of programs and services that encourage, create and support homeownership is embarking on a process to change our name.

In light of that fact that our current name invites confusion with City departments and contains a geography that no longer applies, we are exploring name change options to signal change, expand our geography due to an upcoming consolidation with another agency serving the West Valley and to be more reflective of the programs we offer and be more compelling with several key audiences: consumers, partners, funders, and policymakers.

NHS Phoenix wishes to engage a branding/naming consultant to:

• Present a timeline and draft name change plan to include steps and budget for presentation to Board of Directors by April 15th.
• Facilitate a full Board meeting in May to discuss plan and lead discussion about name change and seek input to guide process.
• Manage process to explore, develop and plan a name change.
• Work with internal team to come up with naming options and visibility plan.
• Assist in roll-out of new name proposed for July 2014 to coincide with our 40th anniversary.

Selection Criteria

• Experience with helping organizations with name changes
• Experience working with nonprofit agencies
• Willing to consider some portion of fees as pro bono contribution

Responses to this RFP should include the following:

• Names of staff who will be assigned to the project and their relevant qualifications and experience
• Narrative addressing selection criteria above
• Fee structure

NHS Phoenix is an equal opportunity/affirmative action agency. All qualified proposals will receive consideration without regard to race, color, religion, creed, age, sex, sexual orientation, familial status or national origin. Selection of the successful respondent will be based on an evaluation of all information provided in the response at the sole discretion of NHS Phoenix. All respondents will be notified in writing or by email of the outcome of the selection process.
Qualified firms may submit proposals that detail scope of work, activities, strategies and cost to perform this important work and achieve the objectives set forth in this RFP.

Please submit proposals by March 7, 2013 to: Carole Kauffman, ckauffman@nhsphoenix.org, 602.258.1659, Neighborhood Housing Services of Phoenix, 1405 East McDowell Road, Suite 100, Phoenix, AZ 85006