



Investing in Employment and Hope

SCOPE OF WORK: REDF SEEKS DESIGN CONSULTANT

OBJECTIVE

REDF is seeking a design consultant to create a variety of branded marketing collateral for [Bright Endeavors](#), a nonprofit social enterprise. Social enterprises are businesses that hire and support people who are striving to overcome serious challenges—like homelessness, incarceration, mental health and substances use struggles, and limited education. Social enterprises sell quality goods and services, make money, and then put that money back into their businesses so that they can help more people transform their lives through the power of work.

Bright Endeavors is a social enterprise of [New Moms, Inc.](#), located in Chicago. New Moms supports young moms (aged 13-24) and their children, who are experiencing poverty and homelessness, with the personal and workforce development tools they need to permanently change their life stories from chronic dependence on society, to economic independence and family stability. They offer complete wraparound services in their multi-generational model, from housing and childcare to parenting education. At Bright Endeavors, strong women craft premium soy candles in a supportive, professional environment. Through this paid job training program, they provide the guidance and job skills young moms need to secure quality employment and begin on a path towards professional success. Click [here](#) to view a video about Bright Endeavors.

Bright Endeavors has recently engaged in product packaging design work and has an established brand identity, as shown in the attached materials. However, they lack a formal style guide and targeted marketing collateral. The material developed will need to align with Bright Endeavors' existing brand identity and clearly communicate the product features as well as the organization's social impact. Bright Endeavors will be developing the written content for the materials.

SCOPE OF WORK

Develop marketing materials for use in the following sales channels and a formal style guide to facilitate future design projects. Below please find descriptions of each sales channel and suggested examples of marketing materials. Bright Endeavors has a good sense of the marketing material needed to reach their various target audience segments, but they are also open to suggestions from the selected firm:

- **Candle Rentals** – Bright Endeavors provides a more mindful candle to venues, restaurants, and event professionals in Chicago. Their single-use, unscented soy

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candles are hand-poured into 3" tall, clear glass votives and guaranteed to last the duration of an event or dinner service. Following use, we reclaim, clean & reuse the glassware, redirecting thousands of glasses from landfills every year.

- *Possible material: One page ad, postcards to leave behind at venues*
- **Wholesale:** Bright Endeavors' largest existing wholesale customer is Whole Foods – they define wholesale as any retailer that intends to resell the candles, which are purchased at ½ off retail prices. They would like to improve on in-store branding to ensure consumers are aware of their mission and other products.
 - *Possible material: Signs for store windows and shelving, branded display cases*
- **Retail & Off-Site Events:** This sales channel refers to all direct to consumer sales. Some of Bright Endeavor's current customers include individuals, via the website or in person events or pop-ups, and corporate partners (PwC, Merrill Lynch, etc.).
 - *Possible material: Large banner, fold out brochure*
- **Swag:** Collateral to be included at point of sale or during fundraising.
 - *Possible material: Custom branded matchbooks*

Ideally all the work should be completed within 60 days after a contract is signed.

DEMONSTRATED EXPERIENCE

Experience creating marketing materials in a variety of formats

Experience representing consumer brands

Experience representing social impact businesses preferred

REFERENCES

Please provide links to examples of your work, and two recent references from similar projects with contact information.

PROPOSALS

Proposal should address your approach to each task identified in the Scope of Work section. Pricing must be broken down to illustrate estimated costs rather than lump sum. Proposals are due no later than 5:00 pm pacific standard time on March 24th. Submit proposals to Natalie Wilson, Portfolio Manager at programadmin@redf.org.