



Request for Proposals: Re-branding initiative

Why the Millionair Club Charity?

The Millionair Club Charity is a stand-out in the social services landscape. Our organization is uniquely positioned to provide wrap-around services for men and women who are experiencing homelessness or living in poverty. Our goal is putting these individuals back to work so that they can sustain themselves, secure housing, and ultimately find gainful employment. We do this by removing as many barriers as possible- we offer free meals, a free Vision Clinic, job skills training, access to a computer, clothing, free Food Handlers and MAST cards, transportation, and support from employment specialists.

The problem is that we don't stand out in our community. This limits our ability to attract new employers to our Temporary Staffing Agency and donors to support our philanthropic work.

Project Overview

As the Millionair Club Charity approaches a significant anniversary, and prepares to celebrate 100 years of serving men and women who are experiencing homelessness, we are eager to boost the awareness of the great work we do. Our staff and Board feel that our name fails to tell our story and more importantly, convey our mission. While we want to honor our history, we feel it's imperative that we brand our social venture, the Temporary Staffing Agency, in a way that appeals to employers. Furthermore, we must be able to share our legacy with donors in a manner that reflects the longevity of the organization, the philanthropic goals, and the impact we have on the lives of our clients.

We are currently seeking proposals from firms that can deliver a cohesive exploration of how our current brand and name resonates with both current and future stakeholders and a quantifiable risk analysis of any changes in our name and/or brand. Ultimately, we would like a firm with a Creative Department that can help create a "DBA" that falls under our "Millionair Club Charity" umbrella, or recommend a name and brand update.

Our Agency and History

Millionair Club Charity was founded in 1921 in Seattle by a young Seattle real estate agent. He and a small group of friends began serving low-cost meals to homeless individuals in Pioneer Square. Martin Johanson, our founder who was orphaned himself, identified the need to offer Seattleites who were unemployed and homeless a way out of their situation. He intentionally created a space and a program that was positive in nature. He felt that his volunteers would feel like "millionaires" when they were helping others; thus, the origin of the organization's name. Mr. Johanson dropped the "e" so as to not confuse his work with that of those creating great wealth for others.

From this simple beginning, the Millionair Club Charity work expanded to provide employment opportunities and additional services to the growing population of homeless individuals in Seattle. Eventually, in 1941, Johanson and his organization leaders were able to move to our current Belltown location and purchase the building at 2515 Western Avenue. Millionair Club Charity remains at this location today and has been an icon of support, employment, and opportunity for nearly 100 years.

The Millionair Club Charity is led by a Board of Trustees and full-time staff of 28. Our total operating budget has grown to nearly \$6M in revenue with 65% coming from our social venture- the Temporary Employment Agency. Our program has grown and become intentional and sophisticated in order to reach out to as many individuals as

possible who are motivated to work. We have partnerships with the United Way, The Office of Labor Standards, The Roberts Enterprise Development Fund, and many other local agencies. These relationships enable us to offer a full array of programs and services geared to removing barriers to employment including a hygiene center and employment training workshops. Our employers range from individual homeowners who need help with housekeeping or leaf removal to our largest contract with Centurylink Field concessions for sporting events and trade shows. Workers enjoy a variety of employment opportunities in fields like retail, concessions, landscaping, warehouse, light industrial, housekeeping, restaurant/food prep, and sanitation.

Project Scope & Deliverables

- **Brand Research Report**
 - Develop interview questions and conduct interviews with both internal current stakeholders and external stakeholders (community leaders, other non-profit leaders, and volunteers) and a control group of those who have had no exposure to our organization
 - Submit results of interviews in both written and oral presentations
- Submit name change and DBA recommendations for consideration
- Provide a risk analysis for any potential changes under consideration (will we lose support from donors? Employers? Volunteers? And what can we gain?)
- **Mood Boards**
- **Messaging Framework:**
 - Brand Promise: A short statement for your customers that conveys what you do
 - Brand Value Proposition: A promise of value derived from functional and emotional benefits
 - Brand Positioning: Where you fit in the marketplace
 - Target Audience(s): Your ideal buyers or users
 - Mission: The why behind what you are doing
 - Tone of Voice: The types of words you use
 - Elevator Pitch: A 30-second description of your value proposition
 - Brand Pillars: Your most important selling points
 - Headline Benefits: Key benefit statements that support each of your Brand Pillars
 - Supporting Attributes: Functional and emotional attributes that support the Headline Benefits
- **Brand Identity:**
 - Brand Architecture
 - Naming
 - Logo
 - Tagline
- **Brand Style Guide**
 - Boilerplate About Us copy
 - Brand positioning
 - Core brand pillars
 - Proper use of logos and taglines
 - Approved brand fonts
 - Approved brand colors
 - Guidelines on illustration and photography styles



Proposed Timeline

We would like work to start as soon as possible and anticipate rolling out this initiative in 9-12 months from the agreed upon start-date. We will also leverage our Centennial Celebration in spring, 2021 to boost awareness of the organizational changes and name enhancements.

Our Budget

We anticipate spending a total of \$45,000 on this initiative and the execution of any name changes or enhancement. We would like to have funds available for marketing/communications materials, signage, and collateral.

Response Requirements

Please submit proposals in writing of not more than 15 pages. Include the following:

- Firm Information
 - Name, address, URL, and contact information for the person authorized to negotiate on behalf of the firm. Please provide a brief overview of the firm and its core capabilities.
- Project Approach
 - Please provide a brief explanation of methodology, tools, and technology your firm will apply to this initiative
- Key Staff Biographies
 - For those directly involved with the process
- Relevant Experience
 - Please include references for 2-3 projects that you believe are similar in scope and scale to our project. Feel free to include sample materials from similar projects.
- Schedule and Timeline
 - Please outline the estimated duration and major milestones for the proposed project.
- Cost
 - Please provide an estimated cost for the project that includes all labor (an itemized list of anticipated hours by labor category / person and their labor rate) and other anticipated expenses.

Due Date

Millionair Club Charity will give full consideration to proposals received by **May 15, 2019**. Our decision will be made by June 15, 2019. Key dates for the successful firm include presentations to the Board of Trustees in September, 2019 and January, 2020.

Submission Instructions

Please submit proposals electronically to Geoff Ball, Director of Development: geoffb@millionairclub.org

Or in writing to:

Millionair Club Charity
2515 Western AVE
Seattle WA 98121