



Request for Proposals

Project Shine: Branding & Messaging Partner for Camp Quality USA's Next Chapter

Issued By
Camp Quality USA, Inc.

Please submit an electronic copy of your proposal to karen.rendell@campqualityusa.org no later than: 8:00 a.m. EST on Friday, October 31, 2025.

Camp Quality USA retains the right to extend the submission deadline and selection period depending on responses to the RFP. At its discretion, Camp Quality USA may contract with more than one Respondent to best meet all the goals outlined in the Scope of Work.

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Introduction & Background

Camp Quality USA is a nonprofit organization dedicated to one simple, powerful mission: **Letting Kids with Cancer Be Kids Again.**

Through free year-round programs, summer camps, and supportive services, we provide children facing cancer — and their families — opportunities to laugh, grow, and create lifelong memories.

With chapters across the country, Camp Quality USA has been bringing joy and hope to children and families for almost 40 years. Each year, we serve approximately 660 children and their families, powered by a network of 845 dedicated volunteers.

As we look to the future, Camp Quality USA is preparing for its next stage of growth — expanding our reach nationally, strengthening our voice, and ensuring that more families across the country can benefit from our programs.

More information about Camp Quality USA can be found at <https://www.campqualityusa.org/>



Purpose of the RFP

Camp Quality USA is seeking a marketing and branding agency with proven nonprofit expertise to help us reposition our organization for larger-scale growth and national impact. The selected partner will guide us through a strategic brand refresh — developing positioning, messaging, and visual identity that reflect who we are today and who we aspire to become. This project will create the foundation for our future communications, donor engagement, volunteer recruitment, and national expansion.

In a potential Phase 2, we anticipate redeveloping our website from the ground up, leveraging the new brand identity to strengthen our digital presence. While this RFP focuses on Phase 1, we encourage interested Respondents to see the opportunity for a website redesign initiative in H2 of 2026.

Scope of Work –Phase 1

While Camp Quality USA and the selected Respondent will develop more specific strategies for the engagement, the Respondent will most likely:

Repositioning

Assess Camp Quality USA's current positioning and based on new or existing market research in the nonprofit and pediatric space (including SWOT/situational analysis) develop a refreshed strategy that clearly differentiates us within the nonprofit and pediatric cancer space.

Brand Development

Propose a strong, cohesive brand identity that captures the spirit of Camp Quality USA and resonates with families, donors, volunteers, and partners. **Please note, we do not plan to alter our organization name or logo at this time. The selected partner may recommend refinements or adaptations of logo usage within the brand system, but wholesale changes to our name or logo are not within scope.*

Content

Build a content communication framework that articulates our organization's and brand's purpose, values, and impact both internally and externally. Internally, overlay content with position responsibilities. Externally ensure clarity and overarching consistency across all audiences and channels while identifying particular content needs for these targeted segments.

Brand Guide Development

Develop a comprehensive brand guide that includes visual identity (colors, typography, imagery), messaging standards, and usage guidelines for national and local implementation. Visually compare and contrast it against similar organizations.

Rollout & Execution Strategy

Provide a plan for launching the new brand nationally, including training tools, templates, and strategies to ensure adoption across chapters. Include deliverables, timelines, and goals to be met.

Future Scope –Phase 2 (Est. timing: H2 2026)

While not the primary focus of this RFP, agencies should be aware Camp Quality USA will be assessing the future need for:

- Complete redesign of Camp Quality USA's website, reflecting the new branding and messaging.

- Development of new site architecture, design, content strategy, and integration with digital fundraising and volunteer management platforms.
 - Accessibility and SEO optimization for national visibility.
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Proposal Requirements

Respondents must include the following items in their submission:

- General Organization Information
- Provide a brief description of your organization, including at least the following:
 - Contact information for primary contact
 - Address of the organization's main office
 - Number of employees of the organization
 - Bios and/or LinkedIn profiles of the team member(s) who will be assigned to Camp Quality USA, along with their clearly defined roles and responsibilities to this project
- Experience
 - Describe your organization and its capabilities, including examples of how you developed strategies and solutions for similar work
 - Detail your history working with similar nonprofit organizations
 - If you plan to engage a subcontractor to complete any portion of the Scope of Work, include the information requested above for the subcontractor as well
- Relationship/Project Management
 - Camp Quality USA serves a diverse national community. Please describe your approach to ensuring that branding and messaging are inclusive, culturally competent, and accessible
 - Describe your process for developing visual branding for national level impact
 - Describe your project management and client communication process, including any software used to track projects
- Timeline
 - Include an estimated project duration and your suggested key milestones for Phase 1
- References
 - Provide at least three current client references

- Include name, address, telephone number, website address, and email address
 - Costs
 - Provide a detailed description of the anticipated costs including a breakdown by major elements or milestones, a total project cost, and an applicable hourly rate for possible scope changes and future work that may be needed
 - Please indicate whether nonprofit discounts, in-kind contributions, or phased pricing structures are available
 - Conflict of Interest and Affiliations
 - Identify any conflict of interest that may arise as a result of performing the work outlined in this RFP
 - A conflict of interest is any direct, indirect, personal, private, commercial or business relationship that could diminish your organization's or employee's independence of judgment and performance as a service provider to Camp Quality USA
 - Describe how your organization will handle actual or potential conflicts of interest
 - Include any other information that will be helpful to Camp Quality USA in making its decision
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Review & Selection

A panel of Camp Quality USA staff will review all responses based upon the scoring criteria below and will make a recommendation to Camp Quality USA's CEO. Camp Quality's CEO will make the final selection.

This list is not exhaustive or 100% inclusive and is provided to enhance the Respondent's ability to respond.

Scoring Criteria:

- Demonstrated competence, experience, knowledge, and qualifications providing the Scope of Work described above
- Demonstrated experience working with and developing communications strategies for racially and culturally diverse populations
- Demonstrated experience executing similar brand and marketing needs for national nonprofits
- Experience working with similar organizations to Camp Quality USA
- Proposed costs for executing the Scope of Work

All things being equal, preference will be given to Respondents with nonprofit client experience.

Camp Quality USA reserves the right to conduct interviews with Respondents or ask for clarification on a Respondent's submission. Camp Quality USA reserves the right to negotiate with some, all, or none of the Respondents with respect to any term or terms of the responses or contracts.

Additional Information

Non-Commitment of Camp Quality USA

Issuance of this RFP and receipt of proposals does not obligate Camp Quality USA to award a contract. Camp Quality USA shall have no liability for any costs incurred by Respondents in the preparation, presentation, or negotiation of proposals submitted in response to this RFP.

Right to Reject Proposals

Camp Quality USA reserves the right to reject any or all proposals received in response to this RFP, to negotiate with any qualified Respondent, or to cancel in part or in its entirety this RFP if it is in the best interest of Camp Quality USA to do so.

Conflict of Interest

Although the Respondent will be an independent contractor for Camp Quality USA and not an employee of Camp Quality USA, to avoid all possibility of conflicts of interest, all Respondents must certify that none of the owners, officers, or stockholders of the company and none of their families are related within the third degree of consanguinity or the second degree of affinity to any Camp Quality USA employees or Board Members.

Release of Submissions and Proprietary Information

If a Respondent submits proprietary information that should not be publicly disclosed, the proprietary information must be clearly identified at the time of submission. If a Respondent fails to clearly identify proprietary or confidential information, Camp Quality USA will treat the entire submission as non-proprietary and may disclose it as deemed appropriate.

Indemnification

All Respondents must agree to indemnify, defend and hold harmless Camp Quality USA, its officers, agents and employees from any and all claims and losses accruing or resulting from the Respondent's performing professional services for Camp Quality USA.

Federal, State and Local Requirements

Approved Respondents are responsible for both federal and state unemployment insurance coverage and standard workers compensation insurance coverage. Respondents must comply with all federal and state tax laws and withholding requirements. Camp Quality USA will not be liable to a Respondent or its employees for any unemployment or workers' compensation coverage or federal and state tax withholding requirements. Respondents shall indemnify Camp

Quality USA and pay to Camp Quality USA any costs, penalties or loss whatsoever occasioned by Respondent's omission or breach of this section.

Independent Contractor Status

The Respondent acknowledges that, if awarded a contract, it shall perform the services as an independent contractor and not as an employee or agent of Camp Quality USA. Nothing in this RFP or in any resulting contract shall be construed to create a partnership, joint venture, or employment relationship.

Governing Law / Jurisdiction

Any contract awarded as a result of this RFP shall be governed by and construed in accordance with the laws of the State of Michigan, and any disputes shall be resolved in the courts of that state, unless otherwise mutually agreed in the final contract.

Minor Deficiencies

Camp Quality USA reserves the right to waive minor deficiencies and informalities if, in the judgment of Camp Quality USA, its best interest will be served.

Validity Period of Proposals

Proposals submitted in response to this RFP shall remain valid for a period of 60 days from the proposal due date unless otherwise extended by mutual agreement.

Contract Award Contingencies

Award of any contract resulting from this RFP will be contingent upon the availability of funds, successful contract negotiations, and approval by Camp Quality USA's leadership and/or Board of Directors.

News Releases

News releases pertaining to the award of a contract may not be made without the prior written approval of Camp Quality USA.

Submission Process

Communications with Camp Quality USA

All questions and communications concerning the RFP must be submitted to Karen Rendell, Camp Quality USA's designated point of contact, via email at karen.rendell@campqualityusa.org.

To protect the integrity of the RFP process, potential Respondents may not contact Camp Quality USA's staff and Board of Directors Members ("Board Members") regarding issues or

questions pertaining to this RFP.

This contact limitation period begins when the RFP is made available and continues through the selection process. If a potential Respondent contacts a staff member or Board Member with an issue or question pertaining to the RFP, that staff member or Board Member shall not discuss the RFP and shall forward the inquiry to the designated point of contact. Camp Quality USA reserves the right to disqualify submissions from Respondents that fail to adhere to this contact limitation policy.

Contact Information

- Project Name: "Project Shine: Branding & Messaging Partner for Camp Quality's Next Chapter"
- Organization Name: Camp Quality USA, Inc.
- Address: 5455 Gull Rd. STE D #246
- City, State, Zip Code: Kalamazoo, MI 49048
- Contact Person: Karen Rendell
- Telephone Number: 314-579-3316
- Email Address: karen.rendell@campqualityusa.org

Timeline

Deliverables	Deadlines
RFP issued	10/3/2025
Questions due	10/17/2025
Proposals due	10/31/2025
Interviews/presentations	11/21-28/2025
Final selection	12/1/2025
Project start	1/12/2025

Submission Instructions

- Proposals should be submitted electronically in PDF format.
- Please email completed proposals to:
Karen Rendell
Executive Officer of Operations
Karen.rendell@campqualityusa.org

- Deadline for submission: Friday, October 31, 2025 by 8am

Unacceptable

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline
- Proposals received by fax
- Incomplete proposals
- Proposals that are not signed

Revisions

Proposals may be revised by electronic mail provided such revision(s) are received before the deadline.

ALL SUBMISSIONS MUST BE SENT TO:

Karen Rendell
Executive Officer of Operations
Camp Quality USA, Inc.
karen.rendell@campqualityusa.org

DEADLINE TO APPLY:

Friday, October 31, 2025 by 8am EST

The respondent must certify, by signing below, that they have read and understand this RFP and agree to fulfill the duties and responsibilities required by Camp Quality USA for marketing services. The respondent additionally agrees to and shall be bound by the information and documentation provided with the Proposal, including prices quoted for services.

By: (print)

Signature:

Date:

Note: Submit this page, signed and dated, with your completed response

