



## **Request for Qualifications**

### **Organizational Brand and Communications Plan**

**RFQ Release Date:**

July 8, 2025

**Proposal Submission Deadline:**

August 13, 2025

**Community and Economic Development Associates (CEDA)**

**1500 S. Hwy 52, P.O. Box 483**

**Chatfield, MN 55923**

## **INTRODUCTION**

Community and Economic Development Associates (CEDA) is a 501(c)3 non-profit organization providing professional support and leadership to rural communities throughout Minnesota, Iowa, and Wisconsin. CEDA was founded in 1986 and has grown to serve over 60 communities, counties, and organizations and employ over 50 individuals in the Upper Midwest.

CEDA is soliciting the services of an experienced communications consultant to provide CEDA's newly-formed Communications Department with a Communications Plan that provides strategic direction and best practices for enhancing CEDA's brand and communicating our mission. The goal is to clarify and standardize CEDA's external communications and position CEDA for continued growth.

## **SCOPE OF WORK**

The selected firm will be responsible for the following:

- An assessment of current brand presence, content, platforms, and strategies
- Insight and recommendations on brand positioning and messaging, perhaps through a staff workshop, focus groups, or other means
- Creation of a Communications Plan document that includes:
  - Target audience
  - Communication strategies
  - Communication channels
  - Key messaging and brand tone
  - Implementation Plan
  - Budget
  - Areas for future growth and improvement
  - Communications calendar framework
  - Evaluation and measurement
- Presentation of the proposed Communications Plan to the CEDA Communications Department and provide all final deliverables in appropriate format(s)
- Support for short-term implementation of the Communications Plan through follow-up consultancy with CEDA's Communications Manager

## **BUDGET**

CEDA is searching for a cost-effective means of completing this project. Innovative solutions from respondents are encouraged.

## **TIMELINE**

The desired timeline for the project is as follows:

**RFQ Release:** July 8, 2025

**Proposal Submission Deadline:** August 13, 2025

**Selection:** August 22, 2025

**\*Final deliverables:** November 21, 2025 (or earlier)

*\*Final deliverables deadline is estimated for Communications Plan work. This timeline is amendable with the addition of optional services.*

## **SUBMISSION REQUIREMENTS**

Proposals should include the following:

- **Company Overview:** Information about your company, including your experience with similar projects.
- **Project Approach:** A detailed description of your approach to communications development.
- **Proposed Solution:** A preliminary overview of your vision for CEDA's external communications (optional, but can be helpful).
- **Team:** Information about the team members who will be working on this project, including their qualifications and experience.
- **Timeline:** A detailed project timeline, including key milestones and deliverables.
- **Budget:** A detailed breakdown of all costs.
- **References:** Contact information for at least three clients for whom you have completed similar projects.
- **Portfolio:** Examples of previous communications work, particularly for economic development organizations, government entities, or collaborative partnerships.

*If proposing additional optional services, please include references and portfolio examples for those services as well.*

## **CONTACT INFORMATION**

Please submit your proposal electronically to:

Kelly Wilkens, CEDA Communications Manager  
[kelly.wilkens@cedausa.com](mailto:kelly.wilkens@cedausa.com)

Any questions regarding this RFQ can be directed to Kelly Wilkens at the contact information listed above.

## **CONDITIONS AND LIMITATIONS**

- Any proposal submitted as a response to this RFQ shall be submitted at the sole expense of the respondent.
- CEDA reserves the right to indiscriminately accept or reject any and all proposals.
- Should CEDA choose to contract with one of the respondents, that contract may be negotiated. It is possible that CEDA may decide to award a contract as proposed, in part, or with conditions and/or changes. CEDA reserves the right to change or revise the criteria set in this proposal as it sees fit and without notice.
- CEDA may request additional information or clarification from a respondent. In addition, respondent(s) may be asked to meet with CEDA staff at an agreed upon time and date.
- Any respondent awarded a contract implicitly agrees that no person shall be subject to any discrimination outlined in applicable Federal and State regulations, including but not limited to the Civil Rights Act of 1964.
- Any selected contractor must comply with any Federal and State regulations regarding insurance. Any associated cost is to be incurred by the contractor alone.

## **EVALUATION OF RESPONSES**

CEDA will review the responses promptly following the due date. CEDA will award a contract based on the following considerations:

- Compliance with the terms of the RFQ
- Demonstrated experience with similar projects
- Cost of service
- Strong portfolio and positive feedback from past clients
- Any other set of criteria established by CEDA