



REQUEST FOR PROPOSALS (RFP)

Communications, Brand Development, Website Redevelopment, and Marketing Capacity Building Services

Issued By:

Circle of Care St. Louis
431 Chez Paree Drive
Hazelwood, Missouri 63042
www.circleofcarestlouis.org

RFP Release Date: July 2, 2026

Proposal Due Date: July 16, 2026, at 5:00 p.m. CDT

Anticipated Project Start: November 1, 2026

Project Completion: October 31, 2027

Introduction

Circle of Care St. Louis invites qualified consultants and consulting firms to submit proposals to develop a comprehensive organizational communications, branding, marketing, and website strategy. This project is supported through a proposed Capacity Building Grant application to the Marillac Mission Fund.

The selected consultant will assist Circle of Care St. Louis in developing a unified organizational identity and communications infrastructure that accurately reflects the organization's integrated model of services for older adults and adults with disabilities.

The goal of this project is to strengthen the organization's long-term communications capacity through the development of sustainable systems, tools, standards, and staff training.

About Circle of Care St. Louis

Circle of Care St. Louis is a Missouri nonprofit organization whose mission is to strengthen the independence, dignity, and quality of life of older adults and adults with disabilities by providing compassionate in-home care, care coordination, social services, and community wellness programs.

Our work is organized through three integrated divisions.

In-Home Care Division

Provides Medicaid-funded home and community-based services, Consumer Directed Services (CDS), personal care, respite care, and related supports that allow individuals to remain safely in their homes.



Social Services Division

Provides case management, care coordination, transitions in care, benefits navigation, advocacy, and community resource linkage.

Community Wellness Division

Provides evidence-based health promotion programs, volunteer engagement, transportation assistance, caregiver support, digital literacy, tax preparation, wellness education, and programs designed to reduce social isolation.

Together these three divisions create a coordinated continuum of care that addresses both healthcare needs and the social determinants of health.

Project Purpose

Circle of Care seeks a consultant to help transform how the organization communicates its mission, services, and impact.

The consultant will develop a comprehensive communications infrastructure that strengthens organizational identity, improves stakeholder engagement, enhances referral relationships, and provides staff with tools to consistently communicate the organization's value.

This project is intended to build organizational capacity rather than implement short-term marketing activities.

Project Objectives

The selected consultant will assist Circle of Care in:

- Developing a comprehensive organizational brand.
- Creating a consistent messaging framework.
- Positioning Circle of Care as a regional leader serving older adults.
- Redesigning the organization's website.
- Developing a communications and marketing strategy.
- Creating public relations tools.
- Developing social media guidelines.
- Building internal communications capacity.
- Training staff on implementation.

Scope of Work

The consultant will complete the following activities.



Organizational Assessment

Review existing materials including:

- Strategic Plan
- Website
- Marketing materials
- Brochures
- Social media
- Program descriptions
- Grant materials
- Annual reports

Conduct interviews with leadership, staff, board members, volunteers, referral partners, and community stakeholders.

Prepare a communications assessment identifying strengths, weaknesses, opportunities, and recommendations.

Brand Development

Develop:

- Brand positioning
- Brand identity
- Organizational messaging
- Value proposition
- Key messaging
- Audience-specific messaging
- Elevator speech
- Storytelling framework
- Brand standards

Communications Plan

Develop a three-year communications plan including:

- Internal communications
- External communications
- Community engagement
- Public relations
- Media outreach
- Digital communications
- Email marketing
- Social media
- Crisis communications



Website Redevelopment

Develop recommendations for:

- Website architecture
- Navigation
- User experience
- Accessibility
- Search engine optimization
- Content development
- Calls to action
- Online referrals
- Online intake
- Integration of organizational messaging

Marketing Materials

Develop templates for:

- Organizational brochure
- Program fact sheets
- Referral packet
- Partnership packet
- Presentation template
- Press releases
- Media kit
- Newsletter template
- Social media templates

Staff Training

Provide training on:

- Brand standards
- Organizational messaging
- Website management
- Communications planning
- Storytelling
- Media relations
- Social media

Training shall include written materials that remain with the organization after project completion.



Deliverables

The consultant shall provide:

- Communications Assessment Report
- Brand Strategy
- Messaging Framework
- Brand Standards Manual
- Three-Year Communications Plan
- Website Strategy
- Website Content Recommendations
- Marketing Toolkit
- Social Media Guide
- Media Kit
- Communications Playbook
- Staff Training Materials
- Final Project Report

All deliverables become the property of Circle of Care St. Louis.

Consultant Qualifications

The consultant should demonstrate:

- Experience in nonprofit branding and communications
- Experience with healthcare or aging organizations
- Website strategy and development experience
- Organizational capacity building experience
- Excellent facilitation skills
- Strong writing ability

Preference will be given to consultants with experience working with nonprofit organizations serving older adults.

Proposal Requirements

Proposals shall include:

1. Letter of Interest
2. Description of the consultant or consulting firm
3. Qualifications and experience
4. Description of similar projects completed
5. Proposed approach to the project
6. Proposed work plan
7. Project timeline
8. Detailed budget



9. Three professional references
10. Two examples of similar work

Evaluation Criteria

Proposals will be evaluated using the following criteria.

Criteria	Points
Understanding of the Project	20
Relevant Experience	20
Organizational Capacity Building Experience	15
Healthcare/Older Adult Experience	15
Quality of Work Plan	15
Knowledge Transfer Approach	10
Cost	5

Total Possible Score: **100 Points**

Project Timeline

Activity	Date
RFP Released	July 2, 2026
Questions Due	July 9, 2026
Proposals Due	July 16, 2026
Consultant Interviews	July 20–22, 2026
Consultant Selected	July 24, 2026
Contract Negotiation	July 27–31, 2026
Anticipated Project Start	November 1, 2026



Budget

The total consultant budget shall not exceed **\$25,000**.

The proposed budget should include all professional fees, travel, materials, meetings, training, and other project-related expenses.

Submission Instructions

Electronic proposals shall be submitted in PDF format no later than **5:00 p.m. CDT on July 16, 2026**.

Submit proposals to:

Yolanda Holton, Chief Executive Officer

Circle of Care St. Louis

Email: info@circleofcarestlouis.org

Subject Line:

RFP Response – Communications, Brand Development, Website Redevelopment & Marketing Capacity Building

Reservation of Rights

Circle of Care St. Louis reserves the right to reject any or all proposals, waive informalities, request additional information, negotiate with one or more consultants, or cancel this solicitation if determined to be in the organization's best interest.

