

MotherWoman Branding & Marketing Project

Request for Proposal

Contact:

Jennifer Page, RFP Project Leader

marketing@motherwoman.org

413-654-0635

MotherWoman, Inc.

motherwoman.org

220 Russell Street, Suite 200

Hadley, MA 01035

(413) 387-0703

Project Overview

MotherWoman seeks professional consultation to develop a clear organizational branding strategy and marketing plan. MotherWoman seeks to create a strong brand with clear messaging identifying the organization's mission, programming, values and principles. The project goal is to have a strategy completed and a plan in place by December 1, 2015

Organizational Overview

Founded in 1999 by Annette Cycon, MotherWoman is a non-profit organization based in Hadley, MA, which aims to empower and support mothers. What started as a grassroots organization delivering support groups to a small number of mothers is fast becoming a nationally recognized innovator and a sought-after resource.

Mission and Principles

Our mission statement:

MotherWoman supports and empowers mothers to create personal and social change by building community safety nets, impacting family policy, and promoting the leadership and resilience of mothers.

Our principles:

- We believe in the inherent value of all women, and the woman within each mother. We design groups to be inclusive of all mothers regardless of race, class, age, sexual orientation, lifestyle, and parenting choice.
- We believe that the state of a woman's motherhood is highly dependent on the state of her womanhood. We encourage all mothers to value, respect, and advocate for themselves, and expect others to do the same in ways that keep them safe.
- Mothers cannot give from a depleted source. Therefore, our groups are designed to address the emotional, mental, physical, and spiritual needs of the woman inside every mother, knowing that when she is well cared for, she, and her whole family, will benefit.
- We believe that speaking the truth about mothering is a revolutionary act, breaking silence, oppression, and isolation for women. In our groups we help mothers name the deep challenges they are experiencing, knowing that there are few places where mothers can be truthful about the full spectrum of their experiences.
- Women and mothers need safe spaces where they can talk about the reality of their lives with the utmost respect and without judgment.

- We know that mothering is both a fulfilling and a challenging experience. We explore the paradox, stress, pain, and joy of the mothering experience. We do not sugarcoat it, but look for opportunities to find the gold, even in the darkest places.
- We know that motherhood is a powerful growth experience for a woman. We have confidence that every woman has the wisdom within to navigate her life, when she feels heard, validated, and honored for who she is, as she is.

Current Programs

- **MotherWoman Support Groups™**
 MotherWoman® support groups provide safe places, led by trained facilitators, where mothers talk openly about the challenges of parenting, gain support, and build community. These support groups enhance a mother's confidence, competence and capacity to advocate for herself. While MotherWoman operates and pays for one weekly support group at our office site there are MotherWoman run support groups throughout MA, NJ, WA, CT and moving to other states soon. We're able to offer these support groups by training facilitators in the MotherWoman model.
- **MotherWoman's Community-based Perinatal Support Model (CPSM)™** helps communities create coalitions to address perinatal emotional complications.* We know that the only way we can truly help ALL mothers is for communities to come together to create comprehensive safety nets in which providers at all levels work in concert to provide education, screening, resources, and referrals. Key members of the community include WIC workers, early intervention specialists, childcare providers, medical providers, lactation consultants, OB nurses, birth attendants, pediatricians, OBs and more. A fundamental element of the CPSM model is the MotherWoman support group and MotherWoman Training Institutes professional trainings. (**Perinatal emotional complications are feelings and behaviors that cause mothers distress and interfere with their functioning during pregnancy and the postpartum period; includes depression, anxiety, and other symptoms across a spectrum of severity; occurs in 10-20% of postpartum women.*)
 - **MotherWoman Training Institute™** is designed for a wide range of medical and social service providers, including physicians, nurses, midwives, social services employees, mental health providers, and all others working with women and families in the perinatal period. We offer regional and private trainings to meet the needs of individual offices, hospitals, agencies, and staff. In 2014, MotherWoman trained more than 400 medical and social services providers and community leaders to create community safety nets directly supporting mothers and our next generation.
 - **MotherWoman's three-day Support Group Facilitator Training** teaches innovative approaches to leading successful groups, which can serve as a mother's lifeline to emotional health, community connection, and personal success. In 2014, MotherWoman-trained facilitators served more than 700 mothers in our certified support groups throughout MA.
- **MotherWoman's Non-partisan Policy and Advocacy** program raises awareness about social and economic justice issues such as earned paid sick time, equal pay, and pregnant worker rights. We are currently championing the Massachusetts Pregnant Workers Fairness Act, which will ensure that pregnant workers are not forced out of the jobs, or denied reasonable job modifications, so that they can continue working and supporting their families.

Current Situation

This is an exciting time for MotherWoman! We are poised for growth and have seen an increase in interest and attention to our established support models

- We were recently awarded a state contract to partner with MCPAP for Moms (Massachusetts Child Psychiatry Access Project) to deliver MotherWoman's CPSM to communities across the state.
- We were involved in the passage of Earned Paid Sick time in Massachusetts in 2014, and are the lead organization for the Pregnant Workers Fairness Act, which combats discrimination by ensuring that pregnant workers are not forced out of their jobs unnecessarily, or denied reasonable job modifications that would allow them to continue working and supporting their families. This bill promotes the health and economic security of pregnant women, their babies, and their families, without harming the economy, and is sponsored by Senator Joan Lovely, Rep. Ellen Story, and Rep. John Rogers.
- We have an active blog on the Huffington Post (www.huffingtonpost.com/motherwoman/). We invite/recruit guest bloggers to write about motherhood, parenting, post-partum depression, and other topics that are consistent with MotherWoman's mission and principles.

Challenges – External

- Perceptions that MotherWoman is PPD-centric may complicate efforts to expand MW's view of and response to mothering/parenting across the life continuum.
- Perceptions that MW is Hampshire County-centric may complicate efforts to build relationships and partnerships within other counties.
- Uncertainty regarding perceptions of MW among families across the identity (e.g., race, class, LGBTQ) and structure continuum (adoptive families, lifestyle choices, etc.).
- Inconsistent (and frequent) use of the term "postpartum" in place of "postpartum depression" (as in "I had bad postpartum.") which causes confusion when the term is used as a modifier with another phrase. (I.E. "Postpartum support group.")
- Perceptions that the name MotherWoman may be seen as "soft" and "new-age-y."

Challenges – Internal

- Design, content, and accessibility of MW's current website.
- MW's primary marketing collateral consists of tri-fold brochures.
- Lack of internal consensus regarding the evolution of MW's brand.
- MotherWoman is not currently supported by full-time marketing staff.
- The Board has only recently established a Marketing Committee.

Project Goal: Clarify and strengthen MotherWoman's brand, enhance organizational communications and collateral, expand MotherWoman's reach throughout the Commonwealth and nationally to engage strategic partners and to grow our constituency base.

Project Scope and Deliverables

MotherWoman seeks the following activities and deliverables in this project:

1. Conduct research of our current and prospective target audiences to determine perceptions of our brand throughout MA and nationally.
 2. Develop a strategy that specifies our primary audiences, brand strategy, value proposition, brand positioning, and brand promise.
3. Audit MotherWoman's print and digital communications to determine what explicit and implicit messages are being sent.
4. Clarify organizational brand, including but not limited to name, logo, messaging, tagline, color(s) and advise on intellectual property rights.

5. Develop new primary marketing materials, including digital and all print collateral, as well as suggestions for a new/redesigned website, and social media outlets.
6. Develop recommendations for brand adoption, use, communication over time, and legal protections.
7. Propose a course of action for reinforcing MotherWoman's position throughout MA and nationally.
8. Provide bi-weekly project status reports.

Proposed Timeline

Completion of project no later than December 31, 2015.

Budget

The project budget is \$10,000.

Proposal Requirements

Consultant/Firm Information: Please provide your firm's name, address, website, and phone number. Include the name, title, email address, and phone number of the person who will be the primary contact on this project. Provide a brief description and history of your firm.

Project Approach: Please describe your project approach, style, and process.

Schedule: Proposals should include the proposed statement of work and timeline.

Biographies of key staff: Please provide brief bios, of key staff members who will be working on this project.

Experience: Proposals should include a portfolio or list describing projects that are similar in scale and scope that your firm has completed.

Budget: Proposals must include the estimated cost for all work related to the tasks and deliverables.

Deadline:

Please submit your proposal by July 15, 2015.

Submit to:

Jennifer Page, Project Leader

413-654-0634

marketing@motherwoman.org

Proposal Evaluation

MotherWoman's Marketing Committee of the Board of Directors will evaluate the proposals and offer recommendations to the full Board and Executive Director for approval.

MotherWoman will adopt the following weighted evaluation criteria:

- Proposal quality as evidenced by the degree of alignment with MotherWoman's project scope, budget, and schedule (60%)
- Firm's experience and demonstrated successes with similar branding projects (20%)
- Competitive pricing of proposed budget (20%)