

STRYKER JOHNSTON FOUNDATION

Request for Proposals: Communications and Branding Consultant

v. 7-12-21

About Us

The Stryker Johnston Foundation (SJF) is a private family foundation based in Kalamazoo, Michigan. We partner with organizations and initiatives working to strengthen and build thriving, equitable communities. We envision a world where everyone has the opportunity to live a safe, healthy, productive and fulfilling life. Currently, we invest in and collaborate with organizations and initiatives working towards the elimination of intergenerational poverty in Kalamazoo County, Michigan. We strive to implement a trust-based approach to grantmaking. With a focus on place-based investing, we seek to build durable relationships with our grant partners. Please visit our website at www.strykerjohnstonfoundation.org to learn more about our funding priorities and grantmaking program.

Search for Communications and Branding Consultant

We are looking for an experienced communications and branding consultant who can assist us in developing a new communications and branding strategy. We seek excellent communicators, collaborators and co-creators to help us:

- Tell our story in a way that is authentic to our values, mission, and work with a focus on transparency and connection -
 - Who we are, what we do, how we do it
 - Our mission, vision, values, and priorities

- Develop communications tools that are cohesive and effective to reach multiple audiences -
 - Logo, brand standards, and style guide
 - Website
 - Infographics/graphics
 - Photos, videos
 - Annual report

We want to work with a consultant who has:

- A successful track record developing communications/branding strategies for a variety of businesses and organizations
- The ability to successfully manage projects remotely

STRYKER JOHNSTON FOUNDATION

- Demonstrated ability to meet timelines, deliverables, and budgets
- Excellent communications skills (communicate frequently and directly with our team)
- The ability to work with diverse groups of people
- Experience working with foundations, nonprofits, and/or social justice movements desired, but not required
- Alignment with SJF's vision, values, and priorities - including our commitment to diversity, equity, and inclusion

Project Timeframe

We are excited and ready to begin this work as soon as possible! We have some flexibility, but ideally, would like to get started by September 2021.

Process

If you think you would be a good fit for this project, please submit a brief proposal to Lindsey Hemmerlein at lhemmerlein@strykerjohnstonfoundation.org by 12:00 pm on August 10th. In your proposal, please include the following information:

- Background and experience
- Scope of the services you can provide
- How you would approach this partnership and proposed work and how you see the design process unfolding, beginning to end
- Proposed timeline
- Cost of proposed services
- Samples of your work
- How we can get in touch with you and learn more about your work

Once we review proposals, we will interview (virtually) consultants who we think would be a good fit for this project in order to learn more.

If you have any questions about this, please contact Lindsey Hemmerlein at 269-488-8486 or lhemmerlein@strykerjohnstonfoundation.org. Thank you for your time and consideration, we look forward to hearing from you!