



# Request for Proposals

## Website Launch and Rebrand Rollout Support North Carolina Early Childhood Foundation

### Overview

The North Carolina Early Childhood Foundation (NCECF) seeks a qualified consultant to support the execution of a coordinated website launch and organizational rebrand rollout. This includes the public debut of a new website, logo, and visual identity, as well as implementation across all communications channels and materials.

This engagement is designed to provide **executional and production support** under the direction of the Communications Manager, who will retain ownership of strategy, messaging, and overall project oversight.

### Project Purpose

The rebrand and website launch represent a critical opportunity to:

- Clearly communicate NCECF's evolution and positioning as a collaborator, connector, and as a resource and policy center.
- Strengthen visibility and audience engagement.
- Ensure consistent application of the new brand across all platforms and materials.

The selected consultant will support a structured, multi-phase rollout that includes pre-launch activities, launch-day execution, and post-launch implementation. Work will be coordinated and completed virtually.

### Scope of Work and Deliverables

The consultant will provide execution support across the following areas:

#### 1. Rollout Planning Support

- Refine and operationalize the existing launch timeline
- Assist in organizing and sequencing deliverables across phases
- Support coordination of the launch calendar

#### 2. Asset Production Support

- Draft and/or polish public-facing materials, including:
  - Social media captions
  - Email copy
  - Website announcement content
- Assist in adapting messaging across formats and platforms
- Support light graphic design needs (e.g., resizing assets, simple layouts, social graphics)

#### 3. Campaign Coordination

- Support execution of pre-launch, countdown, and launch-day activities
- Coordinate timing and scheduling of communications across channels
- Help ensure consistency across all outward-facing content

#### **4. Launch-Day Support**

- Assist in managing posting cadence across platforms
- Monitor timing and sequencing of launch communications
- Provide real-time support to ensure a smooth rollout

#### **5. Post-Launch Support**

- Assist with continued rollout of updated materials
- Help identify and flag outdated or inconsistent branding
- Support reinforcement of new brand messaging across channels

### **Roles and Responsibilities**

#### **NCECF Communications Manager (Project Lead)**

- Owns overall strategy and messaging
- Provides direction and approvals on all deliverables
- Coordinates internal stakeholders
- Oversees timeline and execution
- Serves as primary point of contact

#### **Consultant (Execution Support)**

- Supports implementation of the established strategy
- Produces and adapts content as directed
- Assists with coordination and scheduling
- Maintains alignment with brand guidelines and messaging
- Communicates progress and flags issues proactively

### **Approval Process**

- All deliverables will be reviewed and approved by the Communications Manager
- Consultant will submit drafts for review with sufficient lead time
- Revisions will be incorporated based on feedback

### **Timeline**

- **RFP Release:** April 14, 2026
- **Proposal Submission Deadline:** April 26, 2026
- **Candidate Interviews:** April 27-May 8, 2026
- **Project Start Date:** May 11, 2026
- **Pre-Launch Phase:** May–June 2026
- **Launch Window:** July 2026 (exact date to be confirmed)
- **Post-Launch Support:** Up to 30 days following launch

A detailed timeline and content calendar will be provided at the start of the engagement.

## **Budget**

- Total budget: **Up to \$5,000 (fixed fee)**

## **Desired Qualifications**

NCECF is seeking a consultant with:

- Experience in **marketing and communications execution**
- Strong writing and editing skills for public-facing content
- Experience managing **social media campaigns and content calendars**
- Ability to provide **light graphic design support** (Canva or similar tools)
- Strong organizational and project coordination skills
- Ability to work collaboratively within an established strategy
- Experience supporting brand launches or website rollouts is preferred

## **Proposal Requirements**

Interested consultants should submit:

1. Brief statement of interest
2. Relevant experience and examples of similar work
3. Approach to supporting this type of engagement
4. Availability between May and launch period
5. Project Fee including estimated hours at hourly rate

## **Submission Details**

Please submit proposals by April 26, 2026 to Leslie Ansley, NCECF Communications Manager at [leslie@buildthefoundation.org](mailto:leslie@buildthefoundation.org)