

# REQUEST FOR PROPOSAL

## Landmarks Illinois Organizational Rebrand & Website Redesign

Issued by: Landmarks Illinois

Issue Date: October 1, 2025

Proposal Deadline: November 12, 2025, 5 p.m. Central

Contact: Kaitlyn McAvoy, *Director of Communications, Landmarks Illinois*,  
[kmcavoy@landmarks.org](mailto:kmcavoy@landmarks.org)

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### I. Introduction

**Landmarks Illinois seeks a creative partner to lead an organizational rebrand and website redesign that incorporates our new Transformational Plan.**

Landmarks Illinois is a statewide membership-based, historic preservation nonprofit 501(c)(3) organization. Founded in 1971, we work with people in Illinois to save places that matter to them and their communities. We provide free expert advice and advocacy assistance, as well as financial resources such as grants and professional pro bono services, to individuals and organizations working on preservation projects in Illinois.

In the summer of 2025, we adopted our new “Transformational Plan,” a five-year strategic plan that includes a new vision and mission. This Organizational Rebrand & Website Redesign (Rebrand) will align our new priorities as defined in our Transformational Plan, along with our guiding principles and values, with an updated identity, voice and digital presence. The Rebrand is a crucial step in our overall goal to position Landmarks Illinois as a forward-thinking, community-centered leader in the preservation movement in Illinois and across the nation.

- **Landmarks Illinois’ Mission:** To accelerate preserving and reusing significant places statewide to foster healthy, livable and thriving communities.
- **Landmarks Illinois’ Vision:** We envision a future where preservation is an accessible, equitable and effective tool supporting strategic, community-driven revitalization.



To learn more about Landmarks Illinois' transformational plan, [watch our recent webinar](#). Learn more about Landmarks Illinois [at our website](#). Our Guiding Principles and Statement of Values can be found on our ["Who We Are" webpage](#).

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## II. Project Purpose & Objectives

The Rebrand should:

- Integrate LI's mission and vision into all aspects of brand strategy and identity.
  - Reflect our values, guiding principles and our overall commitment to equity, inclusion, diversity, accessibility and community-driven preservation.
  - Position Landmarks Illinois as a trusted, effective and forward-thinking leader in preservation in Illinois and across the nation.
  - Modernize our visual identity and build a cohesive, professional system for all communications.
  - Create a dynamic, modern, user-friendly and visually appealing website that clearly communicates our mission, resources and events and programs.
  - Provide Landmarks Illinois staff, board and volunteers with clear messaging, tools and templates to help communicate our work, mission and values to existing and new target audiences.
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## III. Scope of Work & Deliverables

The firm leading the Rebrand will be responsible for:

### BRAND DISCOVERY & STRATEGY

- **Landmarks Illinois Audit** to assess our current identity, materials and how new and existing audiences perceive us. (Our last rebranding took place in 2014-2016, which included a new website.)
- **Stakeholder Engagement** (staff, board, members, donors, volunteers and community representatives)
- Ideally, this process includes community engagement/focus group sessions to survey our existing audiences and identify how to better communicate with new audiences.



## BRAND IDENTITY

- **New Organizational Name, if necessary.** LI is also open to revising the mission and vision statements created through our Transformational Plan, if research supports such changes.
- **New Logo and Visual Identity** (including color palette, typography, graphic elements and templates)
- **New Tagline, Key Messaging & Keyword Framework** that aligns our new mission and vision and Transformational Plan priorities and clearly defines targeted Transformational Plan terminology.
- **Brand Guidelines** (print and digital usage standards)

## WEBSITE REDESIGN

- **Complete redesign** of Landmarks.org to reflect our new brand identity and to create a more user-friendly, accessible and modern website.
- **Assessment of our existing website and webpages** to help us determine what resources and information to keep and/or archive based on user data and modern best practices for website design and use.
- **Training** on the content management system used for the new website, if needed
- **Manual** for site administration

A new Landmarks Illinois website should:

- Integrate a user experience (UX) strategy informed by modern website best practices as well as the needs of our constituents
- Be mobile responsive and accessible
- Integrate membership and donor systems for online giving and membership sign-ups
- Include SEO optimization
- Be easily manageable by the Landmarks Illinois Communications Team staff

## COMMUNICATIONS TOOLS

- **Templates** (Slideshow presentations, e-newsletters, social media posts, event signage, program flyers, letterhead/stationary, etc.)
- **Sample campaign/communications collateral** aligned with the new brand



- **Social media strategy/toolkit** and content map with the goal of an integrated digital strategy

## **IMPLEMENTATION & ROLLOUT**

- **Brand launch** and website launch strategy, with phased rollout plan
- **Orientation** and training of the new brand and identity for staff and board
- **Consultation** during early rollout (first 1-3 months)

*\*Note: Landmarks Illinois is pursuing a possible programmatic acquisition that would launch in 2026, which may need to be considered in the above scope of work. If so, an addendum to a Rebrand contract may be needed.*

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## **IV. Proposal Submission Requirements**

Proposals should include:

- **Agency Overview:** History, size, structure, core competencies
    - If applicable, documentation as a certified Minority and/or Women-Owned Businesses (M/WBEs).
  - **Relevant Experience:** Case studies or portfolio examples of previous work, particularly work with nonprofit and mission-driven rebrands and websites
  - **Approach & Methodology:** process for discovery, design, development and rollout, including stakeholder engagement methods
  - **Proposed Timeline:** Estimated phases and duration for the Rebrand
  - **Detailed Budget:** Fees associated with each of the deliverables and/or proposed phases; clarity on the services and deliverables included in the fee structure. We prefer proposed fees to be all-inclusive of labor, travel and incidentals, materials, equipment and rental or other fees
  - **Project Team:** Bios and roles of key staff (including web development expertise)
  - **References:** At least two comparable clients
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## V. Evaluation Criteria

Landmarks Illinois will evaluate proposals based on:

- Evidence of the firm's qualifications to provide the above services
  - Strength of design, technical expertise and creative process
  - Experience with nonprofit rebrands and website development
  - Timeline feasibility
  - Budget alignment, transparency and value
  - Team collaboration approach and cultural fit
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## VI. Estimated project timeline & budget

- **RFP process:** Fall 2025, with the Rebrand firm selected by mid-December 2025
  - **Rebrand Project Launch:** January 2026 (ideally)
  - **Rebrand Timeline:** 12-15 months from start (Rebrand project launch) to project completion (end of consultation period following rollout)
  - **Rebrand Budget:** Landmarks Illinois has allocated a minimum of \$125,000 to support this project. We understand that the actual cost may vary based on proposed strategies, deliverables and timeline and we welcome detailed budget proposals to help us assess the true required cost to achieve our goals.
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## VII. Submission Instructions

Please submit proposals as a single PDF file to:

Kaitlyn McAvoy  
Director of Communications  
Landmarks Illinois  
[kmcavoy@landmarks.org](mailto:kmcavoy@landmarks.org)

Questions? Email [kmcavoy@landmarks.org](mailto:kmcavoy@landmarks.org)

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## Terms & Conditions

Respondents to this RFP acknowledge and are subject to the following terms and conditions:

- **LI's RIGHT TO CANCEL.** LI reserves the right to cancel this procurement process in LI's sole discretion. LI shall not be liable for costs incurred by Respondents associated with this procurement process.
- **REJECTION OF SUBMITTALS.** Submittals that do not comply with the submittal requirements of the RFP, or that contain omissions, erasures, alterations, or additions not called for, or that are irregular in any way, may be rejected as informal and insufficient. LI, however, reserves the right to waive any or all informalities or departures from the specifications in LI's sole discretion.
- **OWNERSHIP AND COSTS OF SUBMITTALS.** LI owns all submitted materials. Submittals will not be returned to Respondents. During the evaluation and selection period and after the Selected Respondent(s) sign the Agreement(s), all Submittals remain the property of LI. LI shall not be responsible for Respondent's costs or expenses incurred in preparing and submitting the Submittal. Such costs shall not be included in the Submittal. All costs and expenses of the submittal process are borne by the Respondent, whether or not LI continues or discontinues the selection process and whether or not the Respondent is selected.
- **SELECTION PROCESS.** An Evaluation Committee (EC) will review the Respondent's qualifications, experience and preliminary proposal in accordance with submittal requirements and evaluation criteria set forth herein and may recommend a short list of Respondents. Short-listed Respondents may be invited to make oral presentations to LI.
- **NEGOTIATIONS, CANCELLATION.** LI will take into account both the Respondent's qualifications and Cost Proposal Summary to determine which Respondent's Proposal is best suited, in LI's sole discretion, to deliver the Services described in this RFP. LI may require one or more selected Respondents to participate in contract negotiations, including but not limited to negotiation regarding all aspects of compensation. LI's requirement that the selected Respondent negotiate is not a commitment by LI to award an Agreement. If LI determines that it is unable to reach an acceptable Agreement with the selected Respondent, including failure to agree on fair and reasonable compensation for the Services or any other terms or conditions, LI may terminate negotiations with the selected Respondent and may commence negotiations with the next highest qualified Respondent until such time as LI has negotiated an agreement meeting its needs. LI reserves the right to terminate negotiations and/or cancel this RFP at any time in LI's sole discretion.



- **CLARIFICATIONS.** LI reserves the right to seek clarification of information submitted in response to this RFP and/or request additional information during the evaluation process. LI reserves the right to accept or reject any or all qualifications and selections in LI's sole discretion.
- **RIGHT TO REJECT.** LI reserves the right to reject any and all Proposals that do not conform to the requirements set forth in this RFP. If no Respondent is selected through this RFP process, then LI may utilize any other procurement method available to obtain the services described here.
- **RFP NOT AN OFFER.** This RFP does not constitute an offer by LI. No binding contract, obligation to negotiate, nor any other obligation shall be created on the part of LI unless it and the Proposer execute a definitive agreement.
- **SUBMISSIONS PROPERTY OF LI.** All submissions are property of LI and will not be returned to Respondents.
- **CONFIDENTIALITY.** LI will use best efforts to keep submissions confidential. However, submissions will be circulated to LI directors, employees, consultants and attorneys for evaluation. Further, submissions may be subject to disclosure as required by law in a legal proceeding or otherwise.