



## **REQUEST FOR PROPOSAL (RFP)**

Marketing, Social Media, and Branding Freelance Services

Issued by: Women of Toledo (WOT), Inclusive for Women Inc.

Location: 425 Jefferson Ave, 3rd Floor, Toledo, OH 43604

Website: [www.womenoftoledo.org](http://www.womenoftoledo.org)

### **1. Overview**

Women of Toledo (WOT), a nonprofit 501(c)(3) organization under Inclusive for Women Inc., is seeking proposals from qualified freelance professionals or small creative firms to provide marketing, social media management, and branding/graphic design services.

This engagement supports the organization's mission to educate, engage, and empower women and youth through its three core program areas: Economic Empowerment Initiatives, Youth Services, and Community Advocacy Engagement & Forums. The selected contractor will deliver consistent, high-quality creative content and strategic digital engagement to amplify the visibility and impact of Women of Toledo.

### **2. Scope of Work**

The contractor will manage a comprehensive marketing and communication portfolio, ensuring consistent brand alignment across all WOT programs and initiatives.

#### **A. Marketing & Communications**

- Develop and implement monthly and quarterly marketing plans.
- Manage all digital and print marketing materials
- (brochures, flyers, postcards, banners, program books, etc.).
- Support campaign development for key annual events
- (International Women's Day, Girls Hub, Women's Equality Day, HeForShe, Intercultural
- Gala).
- Write and design monthly blog posts highlighting women leaders, business owners, or
- community partners.
- Collaborate with WOT leadership to maintain cohesive messaging and storytelling.



## **B. Social Media Management**

- Curate, schedule, and publish content across Facebook, Instagram, and LinkedIn.
- Maintain an active digital presence aligned with WOT's branding guidelines.
- Develop campaigns such as #419HerStory and quarterly themed initiatives reflecting heritage and awareness months.
- Track engagement metrics and optimize performance using Google Analytics and SEO benchmarks.

## **C. Branding & Graphic Design**

- Create cohesive graphic assets for both digital and print media.
- Design templates and recommend layout systems via Canva or equivalent software.
- Prepare event-ready materials (posters, flyers, social media banners, and program books).
- Support design execution for email newsletters (via WIX).

## **D. Content Writing & Newsletter**

- Assist with content writing and curation for bi-monthly newsletters (2nd & 4<sup>th</sup> Thursdays).
- Incorporate organizational updates, impact stories, upcoming events, and partner spotlights.
- Manage community partner features, ensuring approvals, photos, and testimonials are obtained.
- Integrate calls-to-action for volunteers, supporters, and donors.

## **E. Reporting & Collaboration**

- Provide monthly performance reports and maintain all digital archives in WOT's Dropbox.
- Attend bi-weekly coordination meetings with the Managing Director and Board Marketing Chair.
- Present quarterly analytics summaries on SEO, audience reach, and campaign performance.



### 3. Deliverables

Deliverable	Frequency	Platform/Tool
Social Media Posts	Weekly	Facebook, Instagram, LinkedIn
Blog Posts	Monthly	WOT Website
Newsletters	Bi-monthly	Wix
Program Activities Campaign Designs	As scheduled	Canva/Adobe Suite
Quarterly Campaigns (#419HerStory)	4x/year	Digital & Print
SEO & Analytics Reports	Quarterly	Google Analytics
Annual & Event Collateral	Per Event	Print & Digital

### 4. Contract Term & Compensation

- Term: 6–12 months (renewable upon review)
- Estimated Commitment: 20–25 hours per week
- Compensation: Negotiable based on scope and experience (expected range: \$25–\$40/hour or project-based equivalent).
- Contractor will invoice monthly (by the 1st or 15th).
- This is a 1099 freelance contract; no employment benefits are included.

### 5. Qualifications

Ideal candidates will demonstrate:

- Proven experience in social media strategy, content creation, and graphic design. Proficiency in Canva, Adobe Creative Suite, Wix, and WordPress.
- Excellent storytelling and writing skills.
- Knowledge of nonprofit marketing and women's empowerment initiatives preferred.
- Strong project management and collaboration skills.



## **6. Evaluation Criteria**

Proposals will be evaluated based on:

- Relevant experience and portfolio quality.
- Understanding of WOT's mission and brand voice.
- Creativity and originality of approach.
- Demonstrated ability to deliver consistent, deadline-driven results.
- Cost-effectiveness and flexibility.

## **7. Proposal Submission**

Deadline: [Insert Date]

Submission Format:

1. Cover Letter
2. Résumé or Company Profile
3. Portfolio or Samples (Social Media, Design, and Copywriting)
4. Pricing Structure (hourly or project-based)
5. References (2 minimum)

Submit via email: [info@womenoftoledo.org](mailto:info@womenoftoledo.org)

Subject Line: RFP Submission – Marketing, Social Media & Branding Freelancer

## **8. Contact Information**

For questions or clarifications, please contact:

Dr. Nina Corder, Executive Director

Email: [nina@womenoftoledo.org](mailto:nina@womenoftoledo.org)

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## **Equal Opportunity Statement**

Women of Toledo is an Equal Opportunity Employer and contractor partner. We welcome proposals from individuals and firms of all backgrounds, particularly those led by women and minority-owned businesses.