



Brand Study RFP Questions & Responses

Carey Services has reviewed all submitted questions and provided responses to those most relevant for proposal development. We reserve the right to not answer all questions submitted.

Budget & Pricing

1. Is there an anticipated budget range for this project?

Carey Services has not established a fixed budget for this engagement. We are seeking proposals that clearly outline scope, approach, and associated costs, and we welcome firms to recommend an appropriate level of investment based on their methodology and experience.

Timeline & Milestones

2. What is the desired timeline, and are there key milestones?

The anticipated project start date is August 1, 2026. While we would appreciate a December 2026 report timeline, Carey Services is seeking a thoughtful yet efficient process. Firms are encouraged to propose a realistic timeline based on their approach.

3. Is the project start date flexible?

The August 1, 2026, start date is preferred; however, there may be some flexibility depending on contracting and onboarding timelines.

Background & Context

4. What prompted this RFP?

As Carey Services continues to grow and evolve, leadership identified the need to ensure the organization's brand clearly communicates who we are, what we do, why we do it, and the impact we create.

5. Can you share your strategic plan or background materials?

Carey Services will not be sharing its full strategic plan as part of this process. Relevant context has been incorporated into the RFP, and additional information may be shared with the selected firm as appropriate.

6. Has prior brand or stakeholder research been conducted?

Carey Services has conducted limited internal and external feedback efforts over time. Any relevant materials or insights will be shared with the selected firm to inform their work.

Brand Position & Direction

7. How open is Carey Services to a potential name change?

Carey Services is open to findings and recommendations that emerge from the research process. The goal of this engagement is to objectively evaluate the brand and determine what will best position the organization for the future.

Leadership & Decision-Making

8. Who are the primary decision-makers, and what is the approval process?

The project will be led by the Vice President of Advancement, with involvement from executive leadership team, key staff and the Board of Directors at critical stages for input and alignment. Feedback will be coordinated and consolidated to ensure an efficient decision-making process.

Stakeholder Engagement

9. Will Carey Services facilitate access to stakeholders?

Yes, Carey Services will support access to stakeholder groups and assist with coordination. The selected firm will be expected to guide the approach and clearly communicate needs.

10. Are there required protocols for engaging individuals served?

Yes. Carey Services prioritizes respectful, accessible, and inclusive engagement. The selected firm will be expected to follow all applicable guidelines and collaborate with staff to ensure appropriate communication and consent practices.

11. What level of stakeholder engagement is expected?

Engagement with a range of stakeholder groups is an important component of this work. Firms are encouraged to propose an approach that is thoughtful, inclusive, and appropriately scaled to the project.

12. Should research focus primarily on existing stakeholders, or include broader market/public perception?

Carey Services anticipates a strong focus on perspectives from key stakeholders, including those directly connected to our services and mission. At the same time, as the organization continues to grow and position itself for broader recognition, understanding external and community perception may also be an important component of this work. Firms are encouraged to recommend an appropriate balance based on their proposed methodology.

Scope & Deliverables

13. Should proposals focus on strategy only or include implementation?

The primary focus of this engagement is the brand study and resulting strategic recommendations. Firms may include optional implementation services if desired, but this is not required.

14. What type of deliverables are expected in the recommendations phase, and to what level of depth should firms take their recommendations?

Carey Services is seeking a comprehensive summary of findings along with clear, actionable strategic recommendations and next steps. Recommendations should provide sufficient depth to guide decision-making and future implementation. While firms may outline an implementation roadmap, development of creative assets (such as logos, visual identity, or messaging materials) is not required and may be proposed as optional services.

Data & Materials

15. Will firms have access to existing marketing materials and data?

Yes. The selected firm will be provided access to relevant marketing materials, communications, and available data to support a thorough assessment.

Success & Outcomes

16. What does success look like for this project?

Success will be defined by a clear understanding of Carey Services' current brand position and a set of actionable recommendations that strengthen clarity, alignment, and positioning. The outcome should provide a strong foundation for informed decision-making and future brand direction.