

Request for Proposals (RFP): Logo Design for the Conservation Federation of Missouri (CFM)

Introduction

The Conservation Federation of Missouri (CFM) is seeking proposals from qualified graphic design vendors to create a new logo that reflects the organization's mission. It incorporates the outline or essence of the state of Missouri. The logo will be rolled out and commemorate CFM's 90th anniversary in September 2025 and symbolize the organization's past, present, and future while representing the interests of over 125 affiliate and partnered organizations. The final design must be suitable for embroidery, printing on various materials, and digital use. **Please**

Visit our website at www.confedmo.org

Affiliate organization link [Affiliates - Conservation Federation of Missouri](#)

Background

CFM serves as the "voice of the outdoors," advocating for conservation efforts related to land, water, wildlife, recreation, legislation, and partnerships that protect Missouri's natural resources. The new logo should represent the diversity of these efforts and the organization's affiliates while embodying strength and advocacy. **(See Attached CFM informational page)**

Project Scope

The selected vendor will:

- Develop a logo that reflects CFM's mission and incorporates the state of Missouri.
- Provide multiple design concepts for review, including:
 - Black and white versions.
 - A color version (optional).
 - Horizontal and vertical formats.
- Ensure the logo is scalable and compatible with embroidery and various printing methods.
- Deliver final files in high-resolution formats suitable for digital and print use (e.g., vector, PNG, JPEG).

Objectives

- The new logo must:
 - Be recognizable and relatable to CFM's mission and affiliates.
 - Be visually powerful and protective of the diverse interests CFM represents.
 - Enhance awareness of CFM and its conservation efforts.

Proposal Requirements

Interested vendors should submit proposals that include:

1. Portfolio: Examples of similar logo designs, particularly those for conservation or nonprofit organizations.
2. Concepts: Initial ideas or approaches for the CFM logo.
3. Budget: Detailed pricing, including any revisions.
4. Timeline: Estimated schedule for design completion.

5. References: Contact information for at least two previous clients.
6. Adaptability: Explanation of how the design will meet scalability and printing requirements (including embroidery).

Budget Considerations

Proposals must consider cost-effectiveness for merchandise production. This includes options for single-color designs and additional costs for multi-color versions.

Timeline

- RFP Issuance Date: January 6, 2025
- Proposal Submission Deadline: February 6, 2025 at 5 pm
- Evaluation and Selection Period: February 9- 25, 2025
- Top 3 choices sent to the CFM Board for vote- March 9, 2025
- The winning Notified within seven business days after March 9, 2025
- Project Completion Deadline: June 1, 2025

Evaluation Criteria

Proposals will be evaluated based on the following:

1. Alignment with CFM's mission and branding goals.
2. Creativity and uniqueness of design concepts.
3. Cost-effectiveness and adherence to the budget.
4. Vendor's experience and references.
5. Adaptability for embroidery and print requirements.

Submission Instructions

Proposals must be submitted electronically to [this form](#):

<https://www.jotform.com/build/250143746237152>

Contact Information:

For questions or additional information, please contact:

Michelle Gabelsberger or Micaela Haymaker

mgabelsberger@confedmo.org and Mhaymaker@confedmo.org

728 W. Main St, Jefferson City, MO 65101

573-634-2322

Vendor Selection

An evaluation panel composed of committee members will review proposals and select a vendor. The decision will be based on the evaluation criteria outlined above.

Additional Notes

- Vendors must include CFM's current and previous logos in their submission.

- All proposals must clearly outline phases of approval and incorporate feedback from CFM's evaluation panel.
- CFM reserves the right to reject any or all proposals

Past Logos of CFM:





Conservation Federation MISSOURI

"The Voice for Missouri Outdoors"

Mission: To ensure conservation of Missouri's wildlife and natural resources, and preservation of our state's rich outdoor legacy through advocacy, education and partnerships.

In 1935, conservationists from all over Missouri came together to form the Conservation Federation of Missouri (CFM) with the purpose to take politics out of conservation. The efforts of our founders resulted in the creation of Missouri's non-partisan Conservation Commission and the Missouri Department of Conservation (MDC). Since then, CFM has been the leading advocate for the outdoors in Missouri.



Partnerships

- Over 100 affiliated organizations
- Share the Harvest
- Corporate & Business Partnerships
- State & Federal Agency Partnerships
- National Wildlife Federation Affiliate
- Operation Game Thief
- Operation Forest Arson
- David A. Risberg Memorial Grants
- Missouri Stream Team



Education

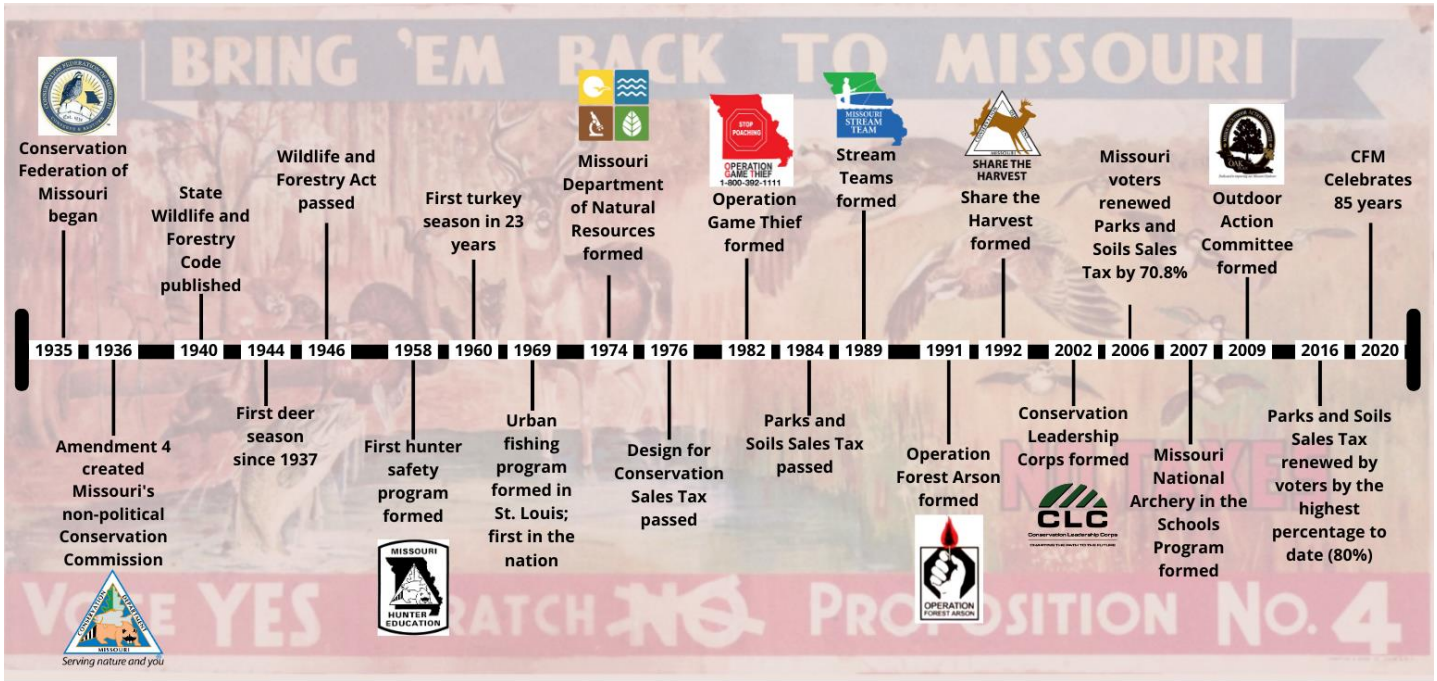
- Conservation Leadership Corps
- Missouri Collegiate Conservation Alliance
- Confluence of Young Conservation Leaders
- Affiliate Summit
- Scholarships for youth and students
- Governor's Youth Turkey Hunt
- National Archery in the Schools Grants
- Conservation Federation Magazine



Advocacy

- Legislative Action Center
- Resolutions to lead change
- Natural Resource Advisory Committees
- Conservation Day at the Capitol
- Staff and members testify in hearings for conservation and natural resources





Ways You Can Support CFM

Membership

Support our efforts to promote and protect conservation and natural resources in our state. Members will receive our magazine six times a year, event information, our bi-weekly e-newsletter, and the opportunity to grow our voice.

Affiliate Membership

CFM provides the platform for a diverse group of organizations to have their conservation voices be heard. Affiliates have the opportunity to apply for grants, receive educational training and promote the mission of their organization.

Scholarships and Grant Support

CFM provides scholarships to graduates and undergraduates. We also provide grant funds to youth education programs and to affiliate projects. Contributing will help future generations initiate boots on the ground projects.

Life Membership

Become a life member for \$1,000. Life memberships are placed in an endowment fund that allows us to continue our work in perpetuity.

Business Partnerships

Business partners will enjoy recognition in each magazine issue along with opportunities to reach and engage with our active membership. Ask us about our different Business Partnership levels.

Event Sponsorship and Product Donation

All of our events have raffles with both silent and live auctions. The contributions of in-kind products and services not only assists in raising funds for conservation, but also promote the businesses that support CFM.



Conservation Federation of Missouri
 728 West Main St, Jefferson City, MO 65101
 Phone: (573) 634-2322 ~ Email: info@confedmo.org



www.confedmo.org



Join online
confedmo.org/join

Become a Member today!

Description	Price
___ Individual Supporter	\$35.00
___ Individual Advocate	\$60.00
___ Individual Sustaining	\$100.00
___ Youth/Student	\$20.00
___ Individual Lifetime	\$1,000.00

Name: _____
 E-mail: _____
 Phone: _____
 Address: _____
 Credit Card #: _____
 Exp. Date: _____