



REQUEST FOR PROPOSALS

**BRANDING, PR CONSULTANT**

**Amplifying the FDLI Brand:  
Raising Our Profile to Increase Engagement and Impact**

Proposals will be received until February 3, 2023

Issued: January 5, 2023

This RFP is also available on our website at:

[www.fdpi.org](http://www.fdpi.org)

# REQUEST FOR PROPOSALS

## General Information

- Project Objective: Refresh and amplify the FDLI brand to drive increased engagement from stakeholders across FDA-regulated sectors, delivering growth in revenue and nonlawyer membership while elevating FDLI’s reputation as a resource and thought leader and supporting our sustainability.
- Issuing Organization: Food & Drug Law Institute  
1032 15th St NW, Suite 417  
Washington, DC 20005
- RFP Issued: January 5, 2023
- Proposal Due Date: February 3, 2023
- FDLI Points of Contact: Christine M. Simmon, President & CEO  
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703-573-9388
- Benjamin Butz, Director, Membership and Stakeholder Engagement  
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### Project Overview:

FDLI seeks to amplify its brand impact and upgrade its brand signifiers to drive increased engagement among current members, attract new and more diverse members/categories of members, and raise our profile across FDA-regulated sectors as a resource and the go-to platform for thought leaders. FDLI is a revered institution whose membership comprises a tightly connected community with strong “brand loyalty” to the organization, but the pandemic has hastened the rise of online content that presents challenges to FDLI’s sustainability even as we successfully deploy a hybrid conference format and embrace opportunities for virtual programming.

By undertaking this work throughout 2023, FDLI will build a platform that will better position it in the educational marketplace and support future organizational sustainability, as well as promote activities marking its 75<sup>th</sup> Anniversary in 2024.

### Scope of Work:

We are requesting proposals for consultant services to lead the organization in the development of a brand strategy that will help hone FDLI’s modern identity and communicate FDLI’s values (including those of diversity, equity and inclusion) and value proposition—i.e., “tell our story”—to existing and

prospective members via a more impactful social media presence, an upgraded “look and feel” across our portfolio, and more effective marketing efforts that also will promote organizational sustainability.

This should include the development of:

1. An updated brand narrative that accurately reflects FDLI’s current mission, values, and strong sense of community—its primary brand asset;
2. Retooled and expanded digital/social and web presence to appeal to a more diverse audience and convey the brand narrative, including videos;
3. Modernized FDLI logo and refreshed brand colors;
4. Templates for marketing and conference materials—including signage and staging—that reflect the upgraded brand attributes and messaging, as well as our DEI values;
5. A strategy for growing our brand recognition with new and existing audiences and increasing overall brand exposure, including in the trade and lay media; and
6. Benchmarks and metrics for measuring the success of the brand amplification project.

The ideal consultant or firm will be creative, experienced, and passionate about our work and the importance of our members’ work in ensuring that FDA and industry are working together for the good of U.S. patients and consumers. Importantly, the consultant or firm will have worked with non-profit organizations and have some familiarity with FDA-regulated industries (i.e., pharmaceuticals, food, tobacco, medical devices) and/or the health care space.

#### **Areas of focus:**

##### *Understanding and Leveraging the FDLI Brand*

- How do we articulate today’s FDLI mission, including our values via our brand?
- What brand attributes resonate most with members? With attendees? With sponsors?
- How can we translate the strong sense of community into our brand messaging? Testimonials? Ambassadors?
- How do we identify, reach, and attract new categories of members/nonlawyers?

##### *Refreshing the Brand Attributes*

- Do we need tailored signifiers for various programming topics/membership sectors (e.g., food, medical products, tobacco, students) or offerings (e.g., publications)?
- Does the FDLI name properly reflect the desired scope of the organization and its membership?
- How can we update the logo and colors to honor the past but embrace the future?
- Are there greater opportunities for brand placement in our current portfolio of offerings?

##### *Leveraging Brand Amplification for Future Sustainability*

- How will brand refresh set the stage for FDLI’s 75<sup>th</sup> Anniversary?
- Do each of FDLI’s current program/publication offerings support the refreshed brand?
- Are FDLI’s resources appropriately allocated and organized for long-term brand support?

##### *Determining Measurable Benchmarks for ROI Success*

- Can we increase web traffic and engagement?
- Can we increase conversion from marketing email open rates to registrations?

- Can we increase (viable) new contacts and new accounts in Salesforce (and perhaps in new categories like start-ups)?
- Can we raise FDLI's profile to drive earned media?
- Can we attract higher-level speakers to our anchor conferences?

**About FDLI:**

The Food and Drug Law Institute (FDLI), founded in 1949, is a 501(c)(3) educational organization that offers education, training, publications, and professional engagement opportunities in the field of food and drug law. As a neutral convener, FDLI provides a venue for stakeholders to inform innovative public policy, law, and regulation.

FDLI's scope covers all industries regulated by the U.S. Food and Drug Administration (FDA) and related agencies and authorities in the United States and globally, including drugs, medical products, food, dietary supplements, veterinary medicine, cosmetics, tobacco and nicotine products, and cannabis-derived products.

**About our Membership:**

FDLI is a 501(c)(3) educational organization that follows a membership model. It includes all stakeholders who engage in the food and drug law community. FDLI offers both organization-wide and individual memberships. Organization-wide memberships are available to manufacturers, contract manufacturers, suppliers, distributors, law firms, service organizations (including consulting firms), and not-for-profits (including public health and advocacy organizations). Individual memberships are available to sole practitioner attorneys and consultants, academics, government employees, students, and retired professionals. Student memberships are complimentary for full-time students.

FDLI members have a wide range of areas of expertise across the legal and regulatory landscapes. FDLI's largest membership sectors are manufacturers and law firms, although we also offer membership in other categories. The academic, non-profit, and government employee sectors have significant engagement from organizations that choose not to become members. Their engagement, even as non-members, is important to FDLI to ensure credibility and balance in our programs. [Learn more about membership categories.](#)

FDLI's annual budget is approximately \$3.9 million. FDLI has a staff of 20 and is overseen by a President and CEO, who reports to the Board of Directors. The Board of Directors is comprised of 16 members who represent the various membership categories. FDLI maintains [21 committees of 10 to 20 members](#) each that advise the staff on programming and conduct peer review for the organization's two publications.

**Proposal Requirements:**

In response to this RFP, please submit a brief proposal, which includes:

1. Consultant background and qualifications:
  - a. The name and title of each person who will work on the project and a brief description of their expertise and background.

- b. A one-paragraph description of similar projects that the consultant has completed and reference contacts for at least two of those projects.
    - c. A brief description of the consultant's approach to this project, including methods and envisioned outcomes for project components.
  2. Proposed work plan that incorporates FDLI's scope of work and timeline and demonstrates how the consultant would lead the organization through the brand amplification project. The work plan must:
    - a. Explain how the consultant will engage FDLI staff, the Board of Directors, and FDLI members and non-members in the process.
    - b. Provide estimated time commitments for each stakeholder (FDLI staff, Board, etc.).
    - c. Summarized timeline for the proposed workplan.
  3. Proposed budget that includes all expected expenditures for the work. Budget must account for all costs, including consultant fees, preparation for deliverables, out-of-pocket expenses, and travel expenses. No costs for FDLI staff or Board need to be included.
  4. Any additional information that the consultant considers valuable.

**Consultant Interviews:**

Select consultant candidates will be interviewed by FDLI staff.

**Proposal Submission:**

Written proposals may be submitted to the FDLI Points of Contact.