



## **Research Support Request for Proposal (“RFP”) For Services Rendered from October 26 – December 31, 2021**

Valley of the Sun United Way (“VSUW”) is seeking an independent contractor to provide Brand Assessment Research support as described in this RFP.

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until 11:59 PM on Oct. 22, 2021. Proposals should be sent electronically to [tskrovan@vsuw.org](mailto:tskrovan@vsuw.org). Any proposals received after this date and time will not be considered.

A selection decision will be made by October 26, 2021, and notification of selection/non-selection will be sent on or around that date. Contract terms and conditions will be negotiated upon selection of a proposal. All contractual terms and conditions will be subject to review and final approval by VSUW and will include scope, budget, schedule, and other necessary items.

### **Professional Services**

VSUW is seeking research services for the following items; please submit a proposal addressing your ability to provide services related the following topics:

- Provide recommended methodology to measure and evaluate community and donor awareness and attitudes regarding VSUW and new MC2026 plan.
- Develop survey participant lists for community input; conduct community surveys.
- Develop questionnaire with customization guidance for 5 audiences.
- Evaluate responses and provide written report and personally present the report to VSUW executive and marketing staff.

### **Professional Fees**

Please provide, in your proposal, all fee/cost information, including but not limited to hourly rate(s), any set up fee(s), and/or any other fees required for the above-mentioned services. Please recognize that VSUW is a 501(c)(3) organization when providing rate/fee information.