



Certified Minority Owned - MBE/DBE/WBE & WOSB

Nonprofit Creative RFP Checklist

A Practical Guide to Choosing the Right Nonprofit Marketing Agency

Hiring a nonprofit creative agency is a big decision. This checklist helps you clarify your goals and evaluate partners with confidence.

Part 1: Internal Clarity Before You Issue an RFP

Before reaching out to agencies, confirm:

- We are clear on our primary objective
- We have defined measurable success metrics
- We understand our target audiences
- Our leadership team is aligned on goals
- We have a realistic budget range
- We have internal capacity for feedback and approvals
- We know what is driving this project right now

If you cannot check most of these, pause. Clarity internally will save time and money externally.

Part 2: Evaluating a Nonprofit Creative Agency

When reviewing proposals, ask:

- Did they tailor the proposal specifically to our organization?
- Do they demonstrate experience with nonprofit marketing?
- Do they connect branding and website work to fundraising outcomes?
- Did they ask thoughtful, strategic questions?
- Is their process clearly outlined?

- Do they define how success will be measured?
- Do they explain how they handle stakeholder input and board dynamics?

You are not just hiring for deliverables. You are hiring for thinking.

Part 3: Website and Branding Alignment Check

If this project involves nonprofit branding or a website redesign, confirm:

- Messaging is clear and audience specific
- Calls to action are simple and visible
- Donation pathways are friction free
- Impact stories are easy to find
- The brand reflects mission and values

Your nonprofit website should build trust within seconds.

Part 4: Red Flags to Watch For

Be cautious if:

- The proposal focuses mostly on visuals
- They cannot clearly explain their strategy
- They promise unrealistic results
- They avoid talking about measurement
- They treat the relationship as transactional
- They seem unfamiliar with nonprofit fundraising cycles

Creative misalignment is expensive. Trust your instincts.

Part 5: Partnership Fit

Ask yourself:

- Do we feel heard?
- Do they understand our mission?
- Would we feel comfortable having honest conversations?
- Do they feel like a long term partner?

Alignment matters more than hype.

If you would like to talk through your nonprofit marketing goals before issuing your RFP, we are always happy to have a conversation.

Mission driven work deserves thoughtful strategy.