




texas rural funders collaborative PROPOSAL

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We believe in
rural Texas. We
are grateful for
your organization.
We can help you
expand your reach.



content

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It's as simple as caring...

Market Design Team

We are crazy passionate about businesses.

Local businesses are the structure that allows our community to thrive, and strong communities are the foundation of a healthy society. Yes, we take this seriously! We are excited to have found our unique place in this economic ecosystem.

Market Design Team's mission is to provide marketing tools and technical solutions to small to medium-sized companies and organizations so they may compete in an increasingly global market.

Building brands, developing websites, designing print materials, and running social media campaigns are ways Market Design Team contributes to the success of our local economy and flourishing community.



**We are blessed with
a community full of
thriving businesses,
and are striving to
help them succeed.**

**from the
team**

DANIEL DUKE

Daniel was born and raised on Galveston island. As a child, he invested himself in art and design, studying muscle anatomy to draw better superheroes and hand piecing newsletters until he used his first design software. Self-taught in graphic design, he started his side business 19 years ago. A career in Information Technology has also given him business and technical acumen, providing customer service and business solutions for over half his life.

Now living in Brazoria County with his beautiful wife and four children, he is sharing his appreciation for graphics and art with his family, friends, and clients.

MARGAREY VALDEZ

Margarey's love for graphic design began at a young age helping her mom with her sign shop 'Signs for the Times.' She was experimenting with vectors and pushing pixels by the time she was ten- years old. At 16 her first job was in IT working at a small company in Central Texas where she gained an appreciation for business processes and tech solutions. By this time she had built her first, albeit ugly, website straight from code.

She is now answering her calling: Helping businesses grow. She lives in the wonderful community of Lake Jackson, Texas with her husband and daughter.



BILL & MELINDA
GATES foundation

CARL B. & FLORENCE E.
KING FOUNDATION

EDUCATE TEXAS
a COMMUNITIES FOUNDATION of TEXAS

GREATER TEXAS
FOUNDATION

Jacob & Terese Hershey Foundation

THE MEADOWS FOUNDATION
serving the people of Texas

Methodist
Healthcare
Ministries
of SOUTH TEXAS, INC.
Working Ministries to Better Life

REBUILD
TEXAS
FUND

STILL
WATER

StDavid's
FOUNDATION

Texas Pioneer Foundation

T.L.L. TEMPLE FOUNDATION
BUILDING A THRIVING DEEP EAST TEXAS

about the client

Texas Rural Funders Collaborative is utilizing current studies and the Rural Advisory Group to facilitate the success of Texas rural communities. By being a champion for these communities, TRFC is protecting the vibrant small-town way of life as a viable option for families and businesses to thrive.

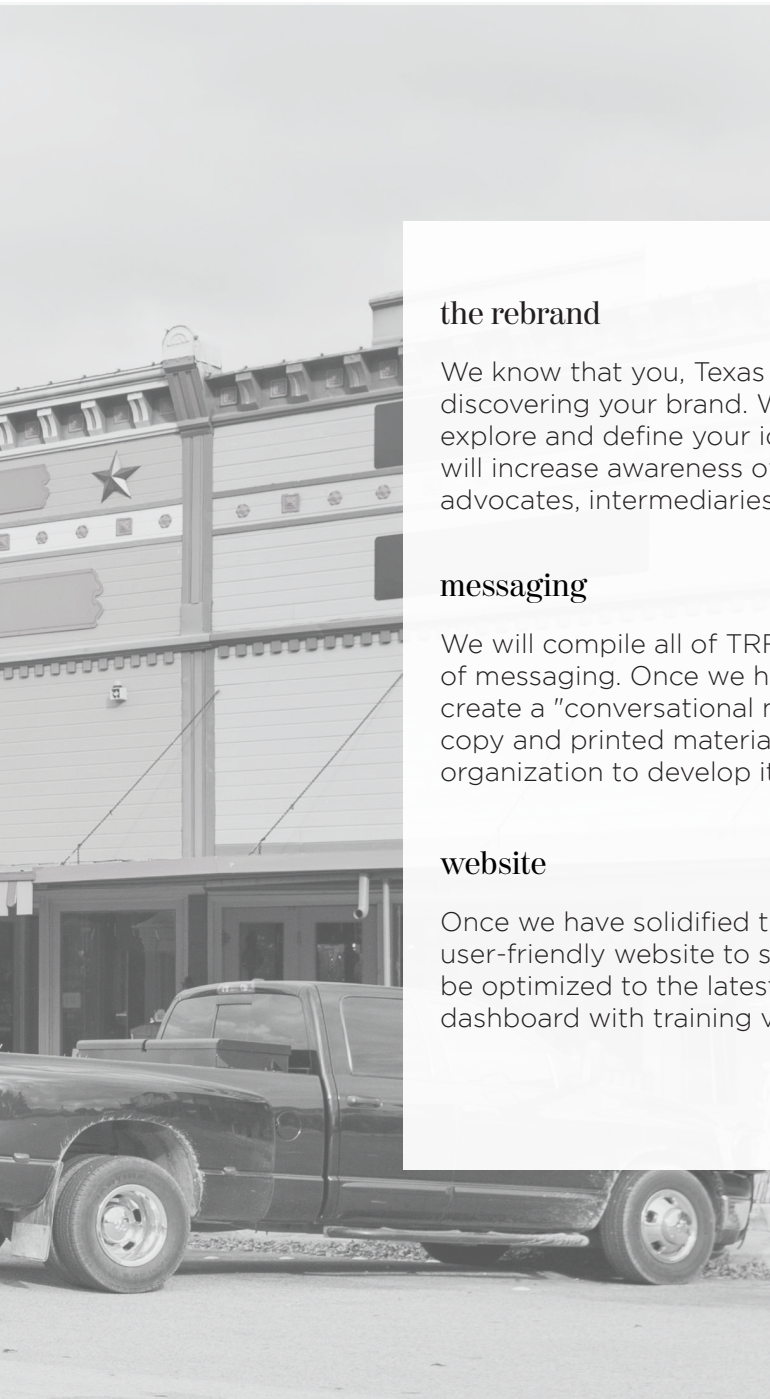


Photo by Philip Arno

the rebrand

We know that you, Texas Rural Funders Collaborative, are ready to embark on discovering your brand. We will take you through a creative process that will explore and define your ideal rural practitioners. Establishing a strong identity will increase awareness of TRFC's mission and bridge the gap between advocates, intermediaries, place-based practitioners, and necessary funding.

messaging

We will compile all of TRFC's existing content and evaluate the effectiveness of messaging. Once we have refined and polished the content, we will also create a "conversational marketing" version of the message to use for website copy and printed materials. Additionally, we will provide a workshop for the organization to develop its Unique Value Proposition.

website

Once we have solidified the brand and messaging, we will build an impactful, user-friendly website to spread the mission of TRFC. This website will be optimized to the latest web standards, mobile-friendly, and include a dashboard with training videos.

proposal specifications

THIS PROPOSAL IS BROKEN DOWN INTO THREE STEPS

1. branding
2. messaging
3. website

A GOOD BRAND IS THE RESULT OF
A GOOD PROCESS. YOU DON'T JUST
BUILD A BRAND, YOU DISCOVER IT.

1 discovering your brand

Your Ideal Client

We will begin the branding process with an exercise to identify your ideal partners. The 'Ideal Partner Workshop' is a collaborative meeting where we will dig deep to create a specific character that embodies your ideal rural practitioners by identifying their unique traits. For TRFC, we will build profiles for your Advocate, Intermediary, and Place-Based Practitioner. Once we are familiar with these personas, we will have a compass to direct us throughout the rest of the branding process.

Style Scapes

After we have determined your ideal partner, we will come up with three 'style scapes'. These are similar to mood boards, where each one will showcase a particular style direction that appeals to your target audience. We will present you with these boards, and you will make a final style direction choice, with the ability to make comments and change direction if needed.

Logo/Colors/Fonts

We now have all of the information needed to develop a logo that will resonate with your target audience and that will proudly identify your brand. This is a process that will take time, collaboration and most importantly — communication.

Brand Guideline Book

Now that the Texas Rural Funders Collaborative has a beautiful logo, color scheme, and fonts, we will need to protect the integrity of the brand. This book of guidelines will create a standardized identity for your brand, including your target audience profiles, logo, colors, and fonts. Your Brand Guideline Book will also give specific direction for how these elements are to be applied in various situations.



texas rural funders collaborative

Your website will be mobile-friendly and allow customers to interact with your content on any device they choose.

This is an example of a mobile-friendly layout.



2 messaging & content

TRFC has invested resources in developing content across various platforms. Market Design Team will gather all existing content and review for clarity and specificity.

Our content specialist, Kathy Trimmer, has invested over a decade of work in community and economic planning and development. Kathy holds an undergraduate degree in Communication and Masters in Organizational Communication. She has written grants, training manuals, implementation documentation, and website content. Kathy's 25 years of technical writing expertise will be focused on your content as it is expanded to meet current and future needs.

Conversational Marketing is a style of writing designed to sound like speech and appeal to readers as if you were sitting down and talking to them. Market Design Team will create conversational marketing content based the results of our first round of content creation. An expansion of all messaging into various formats will prepare TRFC to reach the largest audience possible with relatable information and content.

Unique Value Proposition

The Unique Value Proposition Workshop is a process of identifying the needs of your target audience and highlighting how TRFC is uniquely positioned to meet respond.

We will work with you to develop phrasing that incites action which you can use across marketing platforms and materials.



3 building a website

Texas Rural Funders Collaborative desires a website with a clear message. Creating a solid connection with a user, guiding them to the correct information, and inspiring action will be our primary goals. Now that we have crafted clear content, TRFC needs a website to effectively deliver that message.

Market Design Team has spent years developing our formula for optimal website function. We will optimize TRFC's website for mobile devices, ensure top-notch performance, and utilize excellent SEO practices to enhance rankings.

Website Development Process

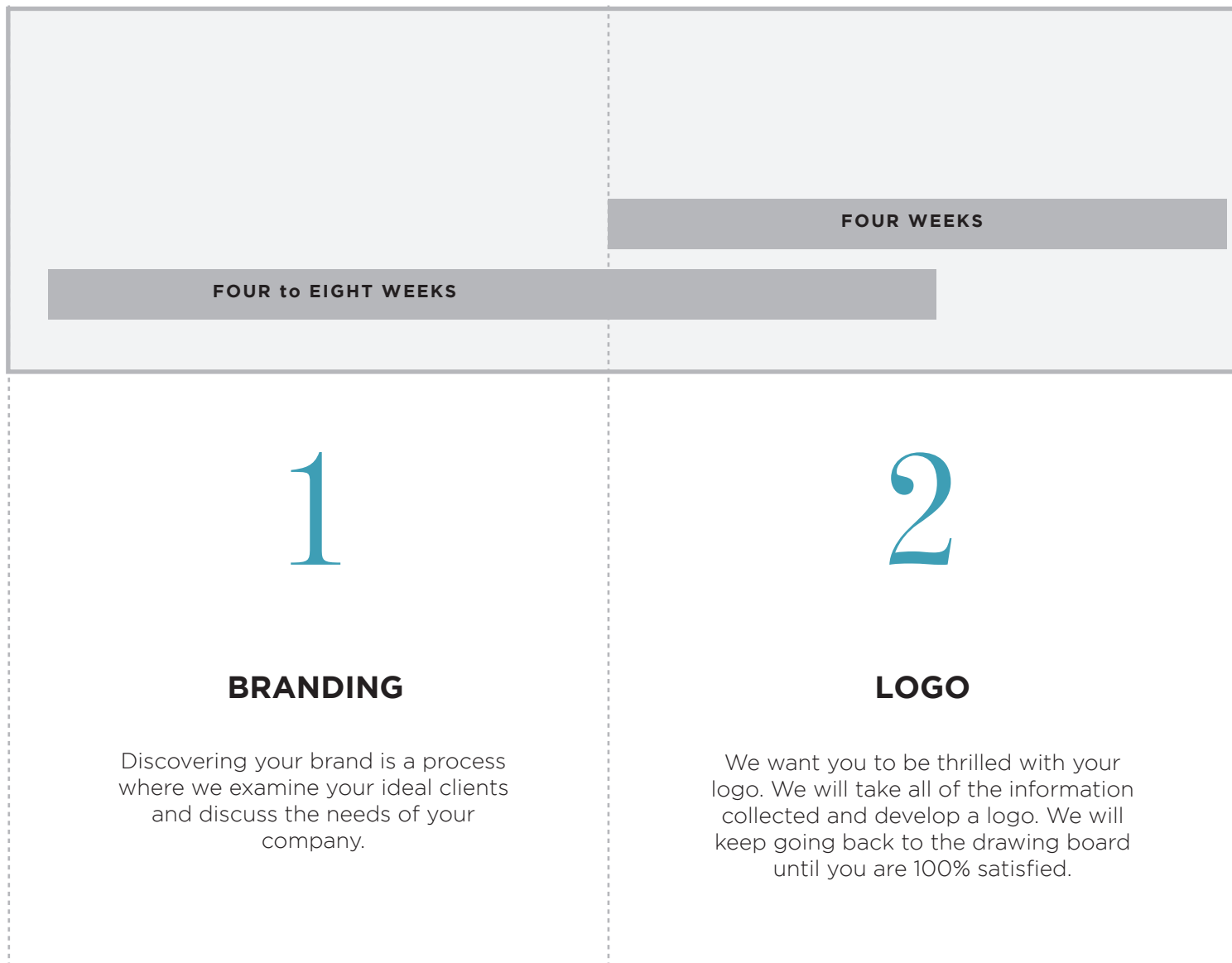
We will begin the website development by building a sitemap to identify the needed pages and website structure.

Our next step will be building out these pages, using the content developed in the previous stage, and adding images - either stock or provided by TRFC. In the final step we will test for efficiency and performance across multiple platforms.

Once the website is launched, Market Design Team will conduct a training seminar to teach necessary personnel how to make basic changes. We will provide training videos and printed materials for reference purposes.

an effective timeline

A complete Rebrand, Messaging & Content, and Website Build project should not be rushed. We want to be thorough yet efficient. We have estimated this timeline based on work with previous clients while leaving time for collaboration and interaction. This is dependent on all parties being responsive and available. Here's how we see this journey taking place....



**“Don’t be paralyzed;
just get started.”**
- Leah Schothorst

FOUR WEEKS

FOUR to EIGHT WEEKS

3

MESSAGING

We will spend time ensuring the messaging is clear and engaging. Our goal is to create dynamic content that will incite action, create connections and move the mission forward.

4

WEBSITE

After an intense web exploratory meeting we will determine what elements the website needs and proceed to develop the site.

terms & conditions

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Changes

We reserve the right to amend this policy at any time without any prior notice to you.

Questions

If you have any questions about our Terms and Conditions, please contact us at hello@marketdesignteam.com.

Investment

*we can't wait to see
what's on the horizon*

1

THE REBRAND

Your rebrand will include the following deliverables: Ideal Partner, Fonts, Colors & Logo

\$10,000

2

MESSAGING & CONTENT

We will provide refined content, create new copy, define the organization's Unique Value Proposition and develop Conversational Marketing for web and print.

\$8,000

3

WEBSITE

We will develop a website that will capture your audience's attention with easy to access information.

\$12,000

4

OPTIONAL PRINT MATERIAL

We will design all marketing and promotional materials including business cards, brochures, flyers and postcards.

\$4000+

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