



CALL FOR COMMUNICATION AGENCIES

Who we are

We are a powerful network of women from across Europe and beyond, working together to improve the lives of women and girls through education, empowerment, and enabling opportunities. As part of the global Soroptimist movement, we amplify each other's voices to create lasting change in our communities and around the world.

Hundreds of clubs in more than 40 countries do grassroots work every day in their communities. These efforts form the foundation of our advocacy towards European and international organisations. Soroptimist International and Soroptimist International of Europe hold consultative status with the United Nations, while SIE also collaborates with European institutions, informing leaders and influencing decisions that impact women's lives.

Why we are looking for a communication agency

We are entering a new phase in our history. Soroptimist International recently updated its emblem, prompting us to revise the SIE logo that incorporates it. However, rather than simply updating a logo, we want to seize this opportunity to strengthen our positioning as an NGO and as a powerful voice for women.

Based on a newly developed positioning paper, we are ready to enhance our identity and visibility with a future-proof brand. We seek a strategic and creative partner to help us refine our positioning and translate it into a compelling, recognisable, and unifying visual identity.

What we expect from the agency

- A strong understanding of NGO positioning and communication
- Experience working with international and culturally diverse communities
- Sensitivity to our voluntary, women-led structure
- Forward-thinking creativity that resonates with younger generations
- Proven knowledge of corporate identity and branding best practices
- Willingness to work within the framework of a non-profit organisation
- Strong English communication skills, with awareness of multilingual implications within SIE
- Ideally, a presence in one of the countries where SIE is active

Deliverables

1. A clear, refined **positioning statement** and **elevator pitch** for SIE
2. A comprehensive **brand book**, designed for members without prior communication expertise, including:
 - Logo and visual system (colours, typography, emblem and logo use, templates, etc.)
 - Guidelines for consistent use across all platforms



- A practical 'quick start guide' for unions and clubs

Process

We invite interested agencies to contact us directly via corporateidentity@soroptimisteurope.org for more details. Selected agencies will receive the full briefing and positioning input.

Timeline

- RFP: 27 September 2025
- Deadline: 5 December 2025
- Shortlist: 15 December 2025
- Briefing: 19 December 2025
- Presentation: 6 February 2026
- Selection: 23 February 2026
- First proposition: 27 March 2026
- Board decision: April tbd
- Proposition ready: June tbd



Selection process and scorecard

Steps in the selection process

1. Pre-screening (eligibility check)

- Did the agency submit on time?
- Are they active in a country where SIE is present?
- Do they have relevant NGO / international work in their portfolio?

2. Detailed evaluation (scorecard)

- Each shortlisted agency is assessed by the selection team against agreed criteria.
- Use a weighted scoring system (e.g. 1–5 scale per category).

3. Presentation & Fit

- Invite top 2–3 agencies to present their approach.
- Assess chemistry, understanding of SIE, and ability to handle complexity.

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- First proposition: 27 March 2026
- Board decision: April tbd
- Proposition ready for GM: June tbd
- Preparation meeting GM (General Assembly): September 2026
- Presentation Governors' Meeting : October 2026



Scorecard

Criteria	Weight	Scoring (1–5)	Notes
Understanding of NGO positioning & Sensitivity to voluntary, women-led structures	20%	1 = no awareness / 5 = shows clear appreciation of ngo & volunteer dynamics	
Experience with international & culturally diverse organisations	20%	1 = little international / 5 = proven multi-country NGO work	
Creativity & forward-thinking appeal (esp. to younger generations)	20%	1 = conventional / 5 = innovative, engaging, future-proof	
Process & methodology (clear, realistic, inclusive)	10%	1 = vague / 5 = well-structured, participatory, aligned with SIE needs	
Budget & value for money	30%	1 = high cost/low value / 5 = strong value, transparent pricing	

+ During presentations, also pay attention to **chemistry**: do they listen, do they understand our complexity, do they “get” SIE? Sometimes the best technical proposal is not the best cultural fit.

Q&A for Internal Use

Q1. Why is SIE launching this process now?

Because Soroptimist International updated its emblem, SIE must revise its logo. Rather than treating this as a simple design exercise, we are using it as an opportunity to strengthen our overall positioning and visibility as an NGO and voice for women.

Q2. Who will choose the agency? Why such a small committee?

The Selection Committee will make a recommendation, but the final decision rests with the SIE Board.

We deliberately keep the committee small to ensure efficiency, while ensuring representation from: Board leadership, Communication expertise, and Membership perspective through the Taskforce on Corporate Identity.

This balance ensures expertise, governance, and grassroots input without slowing down the process.

Q3. Why can't individual Unions or Clubs approach agencies directly?

To avoid confusion and mixed messages. Agencies must receive a single, coordinated brief and communicate only through a dedicated email address. This ensures professionalism, fairness, and equal treatment of all candidates.

Q4. How will transparency be guaranteed?

- Agencies will be evaluated with a clear scorecard.
- The committee's recommendation will be voted on by the SIE Board.
- Key milestones and the final choice will be communicated to all Unions and Clubs.

Q5. Why is "budget" weighted so highly in the evaluation?

Because we are a non-profit organisation, resources must be used responsibly. Budget weight is balanced with criteria on creativity, NGO understanding, and international experience, so we choose an agency that is both affordable and a good fit.

Q6. What if members disagree with the chosen agency?

The process is designed to be fair, transparent, and representative. Once the Board votes, the decision is binding. The chosen agency will work inclusively with members, ensuring broad acceptance of the new identity.

Q7. Will members be consulted on the new identity?

Yes. Member input has already been central throughout this process:

- Through the Taskforce on Corporate Identity, for which all members could put themselves forward.
- During our meetings in Lisbon where the topic was openly discussed and input invited.
- Via the member-wide survey.
- All this input was consolidated into the Positioning Paper, which now serves as the foundation for the agency's work.



The selected agency will build on this broad input. While it will develop concrete branding proposals, the outcome will remain rooted in the contributions and perspectives of our members.



Text Members' Update

English

Dear Soroptimist,

We are excited to update you on the next step in strengthening our positioning and creating our new corporate identity and logo.

Why we are doing this

Soroptimist International updated our emblem, prompting SIE to revise our logo. But we are not stopping at a logo update. This is an opportunity to **strengthen our overall positioning** as a powerful NGO and voice for women and girls, ensuring our brand reflects the incredible work of our members across communities and countries.

What we have done so far

Your input has been at the heart of this process

- The **Taskforce on Corporate Identity**, open to all members, guided the work from the start.
- Discussions and feedback were gathered during our **international meeting** in Lisbon.
- A **member-wide survey** gave everyone the chance to share opinions and ideas.
- All this input has been synthesised into the **Positioning Paper**, which now serves as the foundation for the agency we will hire.

How you can help now

We are inviting **communication agencies** to help us refine our positioning and create a unifying, future-proof visual identity. You can help by:

- **Sharing, reposting, liking, or commenting** on SIE's posts on LinkedIn, Facebook, and Instagram
- **Encouraging agencies you know** to contact us directly via our dedicated email address: **xxx**

Thank you for your continued support and involvement!

Regine Van Tomme
Communication Officer
Chair Taskforce Corporate Identity

CTA Button/Link: Read the RFP document & Share + link to posts on social media

French

Chère Soroptimiste,

Nous sommes heureuses de vous informer de la prochaine étape dans le renforcement de notre positionnement et la création de notre nouvelle identité visuelle et de notre logo.

Pourquoi faisons-nous cela

Soroptimist International of Europe - Route de Florissant 72 - 1206 GENEVA
siehq@soroptimisteurope.org - www.soroptimisteurope.org



Soroptimist International a récemment actualisé son emblème, ce qui a conduit SIE à revoir son logo. Mais nous ne nous arrêtons pas là. C'est une occasion unique de consolider notre positionnement global en tant qu'ONG influente et voix forte pour les femmes et les filles, en veillant à ce que notre image de marque reflète pleinement le travail remarquable de nos membres dans les communautés et les pays.

Ce que nous avons accompli jusqu'à présent

Votre contribution a été au cœur de ce processus

- Le Groupe de travail sur l'identité visuelle (le Taskforce Corporate Identity), ouvert à toutes les membres, a guidé le projet dès le départ.
- Des échanges et retours ont été recueillis lors de notre rencontre internationale à Lisbonne.
- Une enquête ouverte à toutes a permis à chacune de partager ses idées et opinions.
- Toutes ces contributions ont été synthétisées dans le *Positioning Paper*, qui constitue désormais la base de travail pour l'agence que nous allons engager.

Comment vous pouvez contribuer maintenant

Nous invitons plusieurs agences de communication à nous accompagner dans la définition de notre positionnement et la création d'une identité visuelle fédératrice et tournée vers l'avenir.

Vous pouvez nous aider en

- Partageant, aimant, commentant ou relayant les publications de SIE sur LinkedIn, Facebook et Instagram
- Encourageant les agences que vous connaissez à nous contacter directement via [l'adresse e-mail dédiée: xxx](#)

Merci pour votre engagement et votre soutien continu !

Regine Van Tomme
Communication Officer
Chair Taskforce Corporate Identity

Bouton / Lien CTA : Lire le document d'appel d'offres & Partager + lien vers les publications sur les réseaux sociaux

Visual: old and new emblem

Text Social Media

English

Calling all Communication Agencies!

Soroptimist International of Europe is entering an exciting new phase. Following the update of the global Soroptimist emblem, we're revising our logo — but this is more than a logo refresh. We're taking this opportunity to **strengthen our identity** and **positioning as a leading voice for women across Europe**.

Over the past months, our members have helped shape this journey:

-  Joined the **Taskforce on Corporate Identity**
-  Shared insights in **international meetings** and **member surveys**
-  Contributed as such to the **Positioning Paper**, now the foundation for our agency's work

We're looking for a **strategic & creative partner** to:

-  Refine our positioning
-  Create a compelling, recognisable, unifying visual identity
-  Develop a comprehensive brand book for our members and clubs

If your agency has **NGO experience, international reach, and creative vision**, we want to hear from you!

 Contact us at **[dedicated email]** to get the briefing.

 Deadline for proposals: 5 December 2025

French

Appel à toutes les agences de communication !

Soroptimist International of Europe entre dans une nouvelle phase passionnante. Suite à l'actualisation de l'emblème global de Soroptimist, nous révisons notre logo — mais il s'agit de bien plus qu'une simple mise à jour graphique. C'est l'occasion de renforcer notre identité et notre positionnement en tant que voix majeure des femmes à travers l'Europe.

Au cours des derniers mois, nos membres ont contribué activement à ce processus :

-  Participation au Groupe de travail sur l'identité visuelle
-  Partage d'idées lors de rencontres internationales et d'enquêtes auprès des membres
-  Élaboration du *Positioning Paper*, désormais la base du travail de l'agence partenaire

Nous recherchons un **partenaire stratégique et créatif** pour :

-  Affiner notre positionnement



- ✳️ Créer une identité visuelle forte, reconnaissable et fédératrice
- 📄 Développer une charte graphique complète pour nos membres et clubs

Si votre agence possède une expérience avec des ONG, une portée internationale et une vision créative, nous aimerions vous entendre !

- ✉️ Contactez-nous à [email dédié] pour recevoir le cahier des charges.
- 📅 1 Date limite pour les propositions : 5 décembre 2025

Visual: old and new emblem

Text website

Call for Communication Agencies: Partner with Soroptimist International of Europe

Soroptimist International of Europe (SIE) is seeking a strategic and creative communication agency to help us strengthen our identity and positioning as a leading voice for women across Europe.

Following an update to the global Soroptimist emblem, we are revising our SIE logo — but this is more than a logo refresh. We aim to translate our mission, values, and history into a **compelling, recognisable, and unifying visual identity** that resonates across our network of members and clubs.

About SIE

We are a network of women from across Europe and beyond, working to improve the lives of women and girls through education, empowerment, and advocacy. With hundreds of clubs in over 40 countries, our grassroots work informs our engagement with European and international institutions.

What we are looking for

- Experience with NGOs and international, culturally diverse organisations
- Sensitivity to voluntary, women-led structures
- Forward-thinking creativity that appeals to multiple generations
- Expertise in corporate identity and branding systems

Key deliverables

- A refined positioning statement and elevator pitch
- A comprehensive brand book including logo, visual system, templates, and guidelines
- A practical 'quick start guide' for members and clubs

Next steps

Interested agencies should contact us directly at [\[dedicated email\]](#) to receive the full briefing and positioning input.



Deadline for proposals: 5 December 2025

Join us in shaping a **future-proof identity for SIE** that reflects our values and amplifies our voice across Europe and beyond.

French

Appel aux agences de communication : devenez partenaire de Soroptimist International of Europe

Soroptimist International of Europe (SIE) recherche une agence de communication stratégique et

créative pour nous accompagner dans le renforcement de notre identité et de notre positionnement en tant que voix majeure des femmes à travers l'Europe.

À la suite de la mise à jour de l'emblème global de Soroptimist, nous révisons notre logo SIE — mais il ne s'agit pas simplement d'une modernisation graphique. Notre ambition est de traduire notre mission, nos valeurs et notre histoire dans une identité visuelle forte, reconnaissable et fédératrice, qui résonne auprès de notre réseau de membres et de clubs.

À propos de SIE

Nous sommes un réseau de femmes à travers l'Europe et au-delà, œuvrant pour améliorer la vie des femmes et des filles par **education, empowerment, and advocacy**. Avec des centaines de clubs dans plus de 40 pays, notre action locale nourrit notre engagement auprès des institutions européennes et internationales.

Ce que nous recherchons

- Expérience avec des ONG et des organisations internationales et multiculturelles
- Sensibilité aux structures bénévoles dirigées par des femmes
- Créativité tournée vers l'avenir, capable de séduire plusieurs générations
- Expertise en identité visuelle et systèmes de *branding*

Livrables attendus

- Un énoncé de positionnement affiné et un *elevator pitch*
- Un *brand book* complet incluant logo, système visuel, modèles et lignes directrices
- Un guide pratique de démarrage rapide à destination des membres et clubs

Prochaines étapes

Les agences intéressées sont invitées à nous contacter directement à [email dédié] pour recevoir le cahier des charges complet et les éléments de positionnement.



Date limite pour l'envoi des propositions : 5 décembre 2025

Rejoignez-nous pour façonner une identité pérenne pour SIE, qui reflète nos valeurs et amplifie notre voix en Europe et au-delà.

Visual: old and new emblem