

Bigmouth Creative
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FOR AGENCIES

Smarter and More Human: Responding to RFPs with Purpose

BIGMOUTH

BRANDS WITH BITE

Great ideas deserve a fair shot at the table.

RFPs are equal parts opportunity and obstacle for your agency. Long forms, tight timelines and unclear asks can drain creativity before a single concept hits the page. But responding efficiently and thoughtfully turns a bureaucratic process into a strategic advantage.

A well-structured, values-aligned response not only saves time, it tells the story of how your agency thinks, works and collaborates. The RFP process isn't just about winning—it's a chance to show who you are and why that matters.



Save a tree (or at least a branch). Please don't print this document unless you really need to—and if you do, give it a second life in the recycling bin. *Mother Earth says thanks.*

1 Get organized early

Download, read and label everything the day the RFP drops. Create folders for forms, requirements and reference materials. Use project management tools to track deadlines and who's handling what. The earlier you organize, the less you scramble.

2 Save the reusable stuff

Your company overview, bios, case studies and DEI statements don't need to be reinvented every time. Keep a shared library of standard content so you can focus on the parts that need to be customized.

3 Share your most relevant content

Choose the work that aligns most closely with the goals, audiences or tone of the RFP. Make it easy for reviewers to see you're a fit.

4 Proofread your response

Real humans review dozens of agency responses to a single RFP. A consistent, typo-free response reflects your professionalism and respect for their time. Review your documents with a second set of eyes before submitting.

5 Share a story — not just the stats

Go beyond your capabilities list. Use concise storytelling to show how your approach solves problems, connects to community or delivers measurable impact. People remember stories, not bullet points.

6 Plan for the details

Expect to sign, scan, notarize and upload multiple files. Locate your printer, scanner and notary before the 11th hour. Build in extra time for the final stretch; logistics should never cost you a win.

7 Keep it human

Behind every RFP is a team trying to find the right partner. Speak directly to them, using clear, kind and concise. Authenticity goes further than jargon ever will.

RFP Checklist for Success

We believe the RFP process should build trust, not barriers. Use this checklist next time you're responding to an RFP to stay organized, efficient and true to your agency's values.

- ☐ **Download and review** all materials the day an RFP is issued
- ☐ **Document RFP requirements**, page limits, file formats and submission methods
- ☐ **Build a schedule** with internal deadlines and assign tasks for content, review and final submission
- ☐ **Re-use standard content** like bios, case studies and DEI statements
- ☐ **Thoughtfully customize your response** by speaking directly to the client's mission and language
- ☐ **Proofread and review** for formatting, clarity and accessibility
- ☐ **Submit early** to avoid upload errors or last-minute technical issues
- ☐ **Follow up** politely to confirm receipt and express continued interest

At Bigmouth, we know RFPs can be exhausting—but they don't have to be. We've built our process around efficiency, clarity and creativity that respects people and planet. If you're looking for a purpose-driven partner to respond to your next marketing, branding or design RFP, we'd love to sit at the table.

To learn more, visit bigmouthcreative.com/get-started/

