



## **Request for Proposal: Graphic Design Support**

We will consider all responses that are sent to [communications@NASTAD.org](mailto:communications@NASTAD.org) by 5:00 pm ET on December 11, 2020. Please include the name of the project, “Graphic Design Support” in the subject line.

### **PROJECT SUMMARY**

Through this RFP, NASTAD intends to enter into a contractual agreement with several vendors who can provide support in the following areas:

- Graphic design
- Document layout and editing
- Animation

Vendors selected through this process will be eligible to work with NASTAD through December 2023. For this RFP, there is no set number of projects to be delivered. Rather, individual projects or scopes of work will be developed by NASTAD at its discretion on an as-needed basis. NASTAD will select vendors who can provide the best value in terms price, quality, performance, and relevant experience.

Vendors do not need to address each of the areas above to respond to this RFP. For example, a graphic designer who can only provide graphic design and not animation is welcome to respond to just that portion of the RFP.

NASTAD requests proposals from graphic designers who specialize in data visualization, working with non-profits, and developing materials for sensitive public health challenges such as HIV.

The selected designer(s) will:

- Develop infographics.
- Layout reports and other print materials, including text and cover page.
- Create logos for specific initiatives and projects.
- Design web- and print-based ads.
- Design content for NASTAD’s website, social media, and other digital properties.

We estimate that we will need at least five to ten hours of design work per month. However, the amount of hours can vary significantly from month to month and by project. Over the last two years, we have averaged more than 500 hours of design work each fiscal year across multiple vendors.

### **WHO WE ARE**

NASTAD is a leading non-partisan non-profit association that represents public health officials who administer HIV and hepatitis programs in the U.S. Our singular mission is to end the intersecting epidemics of HIV, viral hepatitis, and related conditions. We do this work by strengthening domestic and global governmental public health through advocacy, capacity building, and social justice.

## **PROJECTED TIMELINE**

November 2020 – December 2023

- November 20 – Release of RFP
- December 11 – Proposals due
- December 14 – 15 – Notification
- December 2020 – Project kickoff
- December 2020 – December 2023 – Project implementation

## **THE INFORMATION WE NEED**

For consideration, please provide:

1. Company/Freelancer name
2. Contact information
3. Brief description of your experience
4. Description of approach to graphic design consulting projects
5. Description of your availability
6. Description of your pricing model and breakdown of your fees by role
7. Two to three references

## **SELECTION CRITERIA**

The following will be key factors in our decision-making process:

- Demonstrated commitment to exceptional customer service and responding to client requests in a timely fashion.
- Experience working with non-profit organizations, especially organizations focused on sensitive public health challenges such as HIV and key populations such as gay and bisexual men and Black communities.
- Price that is commensurate with the value offered by the firm/individual and ability to work within a budget.
- Potential for a long-term partnership; not just a one-time engagement.
- Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Vendor takes a holistic approach to an organization's communications and technology needs.
- Responses are presented in a clear, organized, and logical manner.

• • •