



Requesting Proposals for Graphic Design Services

Request for Proposal for Graphic Design Services

Issued: February 8, 2021

Bids close: February 19, 2020

Company Name: Upwardly Global

Procurement Contact Person (PCP): Sara McElmurry

Email Address of PCP: saram@upwardlyglobal.org

Background/Introduction

Upwardly Global (the “Organization”) is a 501(c)(3), national nonprofit organization established 20 years ago. There are about two million immigrants and refugees currently in the U.S. who have college degrees from their home countries but are unemployed or working far below their skill level. Upwardly Global is the first and longest-serving organization that helps these men and women integrate into the professional U.S. workforce. Please visit our website at www.upwardlyglobal.org

Our Mission

Upwardly Global’s mission is to eliminate employment barriers for skilled immigrants and refugees, and integrate this population into the professional U.S. workforce.

Our Vision

Upwardly Global envisions a more equitable, welcoming nation where everyone—including immigrants, refugees, and asylees—can fully contribute to our workforce and thrive.

Project Goals and Scope of Services

The Organization issues this Request for Proposals (“RFP”) for an individual or firm (the “Contractor”) to build a suite of branded, editable collateral materials for Upwardly Global outreach to prospective program participants (immigrant & refugee professionals) as well as potential employer partners. The scope of services/list of deliverables is as follows:

1. Work with Upwardly Global staff to develop a creative concept for collateral, based on existing outreach materials and design samples from peer organizations. This will likely be an iterative process that could require several rounds of concept and design development.
2. Create a suite of collateral materials, based on selected design concept, that can be edited and updated by Upwardly Global staff for future use. Upwardly Global suggests that deliverables be built in CANVA, but the team is open to other platform suggestions. Upwardly Global will grant access to its existing CANVA account for the contractor to build materials directly in the platform, or other arrangements as needed.

3. Collateral materials may blend existing Upwardly Global photography with stock images or original design elements, incorporating text that will be provided by the Organization. If materials and graphics utilized are not 100% original, the Contractor must certify images, illustrations or wording submitted are copyright free without violation of any copyright law.
4. 4. Conceptualize, design, and deliver time-sensitive graphic design material in print and web-based formats to include:
 - Flyers templates to be used for program participant outreach, employer partner outreach, and events (2-3 designs)
 - PowerPoints with content slides to be tailored for outreach to diverse audiences, including program participants and employer partner outreach (1 deck with various slides)
 - Tri-fold promotional flyer that describes the Organization (1 design)
 - Social media posts and banners, including Instagram, Twitter, Facebook, and LinkedIn (3-4 designs)
 - Templates for infographics/display of data (2-3 designs)
 - Updated brand book/branding guidelines that includes details on colors, fonts, graphic elements and logo usage that can guide future design work (1 file)
 - All design material will integrate text provided by Upwardly Global staff and be created in a way to facilitate future text updates
5. Upon completion of design deliverables, the Contractor will provide a training in CANVA to relevant staff to familiarize them with design elements and process to edit and update future files.
6. The Contractor shall have the capacity to provide these services by April 30, 2021 and should budget for a flat rate required to meet our requirements.
7. All design, materials, and concepts provided in the performance of the Services shall be suitable for both print and digital formats
8. Upon acceptance of each design or concept, the Organization will retain all intellectual property rights.
9. The Organization will provide the Contractor with electronic working files to use as references for new design and production. Select paper examples will also be available upon request.

Proposal Format

Proposals must include, at a minimum, the following information:

1. Experience/Qualifications of the Contractor: Provide a resume for the Contractor and for any optional individuals who will be assigned to provide the services as overseen by the Contractor. Provide all relevant contact information.
2. Examples of Quality of Work: Provide a description and of relevant past projects and a portfolio of prior work and materials pertinent to providing the Services, including both print and web. If you have experience using CANVA or building template-based design projects, please provide these examples as well.

3. **Proposed Fees/Expenses:** Proposals shall clearly state all fees and expenses to be charged in the performance of all Services; please do not include any costs related to production or distribution of any of the designs.
 - Please design your budget using a flat rate for all work.
 - It is anticipated that a maximum not to exceed amount will be established for these Services, upon contracting.

Anticipated Selection Schedule

The Request for Proposal timeline is as follows:

- Request for RFP Issued: February 8, 2021
- Proposals due: February 19, 2021
- Contract awarded: March 5, 2021
- Deliverables due: April 30, 2021

Time and Place of Submission of Proposals

The RFP will be posted on our website and can be downloaded from there directly on Feb 8, 2021. Responses must be received no later than February 19, 2021. Responses should be clearly marked “RFP-Graphic Design Services” and emailed or mailed to the contact person listed above.

Evaluation Criteria

The successful respondent will:

- Have demonstrated success in planning and carrying out robust multi-platform graphic design collateral. Metrics for this include multi-media marketing pieces.
- Experience developing template-based design product in editable formats
- Have the education, experience, knowledge, skills, and qualifications to fulfill the products required to complete the project goals in a timely manner.
- Provide competitive cost of services.
- Demonstrate expertise of the contractor in working with similar initiatives.

How to Submit

Email your questions and final submission to saram@upwardlyglobal.org by February 19, 2021.

No phone calls, please.