

Request for Proposal: Creation and refresh of select marketing materials and other collateral

RFP Overview

NWIRP plans to expand its marketing and graphic design capacity and seeks the services of a contract graphic designer in 2019 to produce a variety of marketing materials to better support NWIRP's mission of defending and advancing immigrant rights. Our goals with this RFP are to:

- Provide general background on NWIRP
- Accurately describe the services sought by NWIRP (Scope of Work)
- Obtain competitive pricing for these services
- Select vendors with a demonstrated capability of delivering high quality graphic design services
- Provide a selection process fair to all vendors
- Identify a potential partner for long-term contract

About Us

Founded in 1984, Northwest Immigrant Rights Project is a nationally-recognized legal services organization on the front lines of defending and advancing the rights of immigrants. Each year, NWIRP provides direct legal representation and assistance in immigration matters to thousands of people with low incomes from over 170 countries and who speak over 60 different languages. NWIRP challenges unjust policies through high-impact lawsuits and advocates for laws and policies that respect the rights of immigrants. NWIRP is also a trusted provider of immigration-related community education for immigrant communities and social service providers. In 2019, NWIRP has a staff of over 100 and an annual budget of \$12 million. NWIRP serves the community through four offices in Washington State (Granger, Seattle, Tacoma and Wenatchee), but the impact of our work is felt nationwide.

Our Brand

While our current brand is lush, exuberant and color-saturated, we are looking to shift our overall tone to a crisper, more polished appearance, while nonetheless retaining our rich color palette.

Our Development & Communications Strategic Goal

Amplifying our Mission

In order to fulfill our mission and achieve our vision of justice and equity for all persons regardless of where they are born, we need to grow our resources and share our story more broadly. This will, in part, strengthen our capacity to secure more – and more flexible – financial resources. We will also do more to tell NWIRP’s story and share the impacts of what we do, as well as acknowledge the lived experiences of people we serve, in order to advance public support for our work and for meaningful policy change.

Scope of Work

Graphic Design Services

- Develop exceptionally professional, clean, and compelling layout and final artwork for print and digital collateral, including:
 - Branded PowerPoint template
 - Various fact sheet templates, including both donor- and client-facing documents
 - Monthly donor club logo and letterhead
 - Email templates for newsletter, action alerts, information alerts, and event announcements.
 - Electronic gift acknowledgement letterhead
 - Generic event invitations, both electronic and print templates
 - Electronic Annual Report template
 - End-of-year campaign materials including letterhead, thank-you notecard, postcard, and two envelopes
 - Development presentation folder

Client Communications

- Understand NWIRP brand and articulate brand message through appropriate design solutions
- Update brand guideline documents
- Maintain consistently excellent standards of quality and attention to detail in all drafts and final products
- Communicate effectively in writing and in verbal conversation, establishing and maintaining effective working relationships with all person encountered during the performance of duties
- Track client direction and feedback with utmost attention to detail in order to deliver promptly and accurately upon all requests
- Deliver products by deadlines, as directed by client
- Respond to client communications within 24 hours (with the caveat that responses need only be during regular business hours)
- Track hours effectively and bill accurately

Anticipated Selection Schedule

January 22	RFP released
February 28	RFP acceptance period closes
March 1 - 15	Review of RFPs
March 18 - 29	Interviews of top 3 candidates
April 12	Decision made
May 1	Work commences

How to Submit Proposals

Proposals must be received on or before the above deadline and submittal must be by email to GraphicDesignRFP@nwirp.org with the subject line “Graphic Design Proposal_<Your Organization Name>”

Only electronic submissions will be accepted.

Proposal Elements

Proposal must include:

- Contact information, including mailing address, email address and phone number
- A statement of your qualifications, including the extent of your experience/history providing the services requested by this RFP
- 3 recent or current client references
- Link to online portfolio or folder with PDF files of at least five work samples in full color. Annual Report sample a plus.

General Project Timeline (Deadlines)

May 30	Branded PowerPoint template, Email template for newsletter, alerts
June 30	Various fact sheet templates, Monthly donor program logo and letterhead
July 31	Gift acknowledgement letterhead, General event invitation template (electronic & print), Branded presentation folder
August 15	End-of-Year postcard
September 6	Annual Report
October 11	End-of-Year thank-you notes and thank-you envelope
November 1	End-of-Year appeal letterhead, envelope, & email templates
December 31	Guidelines and Wrap-up

Evaluation Criteria

25% Portfolio Review

25% Interview for discussion of workflow, timing of turnaround, design process

40% Cost *(Please note that NWIRP is not bound to select the lowest bid, or any bid, during this process. The final decision will attempt to balance the estimated cost with the candidate's quality, creativity, and the ability to handle the organization's diverse needs. NWIRP is happy to offer complimentary sponsorship opportunities as part of the successful bid to help secure an affordable flat cost.)*

10% Client References.

Budget

All candidates must submit an estimate based on the work outlined in this RFP, *printing fees excluded*, and an hourly or per item rate for design services that may be over and above the scope of work indicated.

Northwest Immigrant Rights Project is an equal opportunity employer committed to diversity. We strongly encourage proposals from people of color, immigrants (including individuals who were formerly detained, undocumented, or who have navigated the immigration legal system), women, people with disabilities, members of the LGBTQIA community, and other underrepresented and historically marginalized groups.

Our goal is to have a diverse Board, Staff, and Volunteer base that is reflective of the communities we serve. We believe having a Board, Staff and Volunteer base with diverse personal and professional backgrounds enhances our ability to meet our mission and creates a vibrant environment where all members of the NWIRP community thrive.

It is the policy of NWIRP to comply with all applicable federal, state, and local laws prohibiting employment discrimination. NWIRP is committed to providing a work environment free from discrimination and harassment of any kind. NWIRP does not discriminate on the basis of class, race, color, sex, marital status, sexual orientation, gender identity, veteran status, political ideology, age, creed, religion, ancestry, national origin, or the presence of any sensory, mental or physical disability.