

Request for Proposals: Graphic Design Services



A. Introduction and Background

The Institute for Sustainable Communities (ISC) is an international non-profit organization with a mission to support communities by creating, implementing, and scaling equitable climate change mitigation and resilience solutions for those most profoundly impacted by the global climate crisis by forming collaborative, people-focused partnerships. Currently, ISC works with partners in the United States, India, China, Vietnam, Thailand, Cambodia, and Bangladesh.

ISC seeks proposals from professional graphic designers, design studios, or design firms to provide ongoing services to our Development and Communications Teams. Those choosing to respond should have demonstrated experience working with one or more of the following:

- Nonprofit organizations
- International organizations or businesses
- Fundraisers
- Divested communities
- Climate change organizations

Specific projects have already been identified. However, additional projects, identified as we move through our new strategic planning process, may be requested.

B. Scope of Work

The proposed start of work for the selected consultant is December 2022. In collaboration with ISC's Vice President of Development and Communication and respective teams, the selected consultant will design:

- ISC's 2022 annual end-of-year fundraising appeal
- FY22 Annual Report (ISC's FY is Oct 1 - Sept 30)
- Donor report templates
- Proposal templates, including ones for 7-8 figure pursuits

C. Qualifications

The selected individual, studio, or firm will have:

- Experience designing materials that speak to high-level audiences, including funders
- Experience designing materials that speak to one or more of our core areas of work:
 - Sustainability
 - Resilient communities
 - Community collaboration
 - Climate change
- Experience designing with an equity focus

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D. Proposal Submission Requirements and Evaluation

Interested firms or individuals must include the following information in their response:

- Qualifications demonstrating they can perform the requested activities;
- Approach to work;
- Team member(s) biographies;
- Rate per hour or blended rate, if a studio or firm with multiple levels of designers;
- Link to portfolio of representative work; and
- List of 3 similar clients that we may contact for reference.

Evaluation of proposals will be based on responsiveness to this RFP, clarity of the information provided, portfolio submissions, and client references.

All respondents will be notified of the outcome after the initial review of proposals. It is possible virtual meetings may be scheduled before a finalist is selected.

E. Deadline: **November 16, 2022, by 5 PM ET**

Interested consultants/firms should submit requested information **via email** to:

Nicole C. Twohig

ntwohig@sustain.org

Associate Director of Communications and Marketing

Subject: RFP - Graphic Design Services