

Request for Proposal (RFP)

Graphic Design Services for Girls Inc. of Metro Denver

Overview:

Girls Inc. of Metro Denver is a nonprofit organization dedicated to inspiring all girls to be strong, smart, and bold. We provide life-changing programs that inspire girls to achieve academic success, develop leadership skills, improve their physical and mental health, and break down barriers. We are seeking a graphic design contractor to help elevate our visual communications and further our mission.

Project Title:

Graphic Design Services for Girls Inc. of Metro Denver

RFP Issued By:

Girls Inc. of Metro Denver

Address: 1499 Julian St, Denver, CO 80204

Phone: 303-893-4363

Website: www.girlsincdenver.org

Contact Information:

Haley Shilts

VP, Development & External Relations

hshilts@gidenver.org

Project Overview:

Girls Inc. of Metro Denver is seeking a skilled, creative, and professional graphic design contractor to provide design services for various materials that communicate our mission and inspire our community. This will include creating designs for promotional materials, event collateral, annual reports, and more.

We are looking for a contractor who shares our vision of powerful girls in an equitable society and who can reflect our core values through vibrant, engaging, and purpose-driven designs. The selected contractor will work closely with our marketing and development team to develop and produce design assets.

Scope of Work:

The contractor will be responsible for:

- 1. Branding & Visual Identity:**

- Review and maintain consistent application of the Girls Inc. brand guidelines.
 - Ensure all design work reflects our mission to inspire girls to be strong, smart, and bold.
- 2. Event Collateral Design:**
- Materials for fundraising events
 - Design of sponsorship materials, programs, and other event materials.
- 3. Annual Reports & Publications:**
- Design and layout for our annual reports, program guides, and other publications.
- 4. Other Design Projects:**
- Support ad-hoc graphic design requests as needed, such as creating branded assets for campaigns or special initiatives.
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Deliverables:

- High-quality design files in various formats (e.g., print-ready PDFs, web-optimized images, editable design files).
 - Clear and timely communication throughout the design process.
 - Final files provided within agreed timelines.
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Proposal Requirements:

To be considered, interested contractors should submit the following:

- 1. Cover Letter:**
 - A brief introduction to your company or freelance background, experience, and alignment with Girls Inc.'s mission and values.
- 2. Portfolio:**
 - Examples of past design work, including promotional materials, social media designs, event collateral, and any other relevant projects.
- 3. Proposed Timeline & Approach:**
 - A proposed timeline outlining key milestones and estimated timeframes for design work.
- 4. Budget Estimate:**

- Detailed pricing for graphic design services, including hourly rates or flat fees for specific design deliverables.

5. References (Optional):

- Contact information for at least two professional references who can speak to your design skills and previous work.
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Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Alignment with the mission and values of Girls Inc. of Metro Denver.
 - Demonstrated experience and portfolio quality, especially in nonprofit and mission-driven work.
 - Creativity and ability to reflect our brand identity in design work.
 - Clear communication and project management skills.
 - Competitive pricing and value.
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Proposal Deadline:

All proposals must be received by January 24, 2025

Please email your proposal to hshilts@gidenver.org.

Project Timeline:

- **RFP Issue Date:** 11/27/24
 - **Proposal Submission Deadline:** 1/24/25
 - **Contractor Selection Date:** 1/31/25
 - **Project Start Date:** 1/13/25
 - **Project End Date:** 12/31/25
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Contractor Terms and Conditions:

- The selected contractor will work on a freelance basis or as an independent contractor.
- The contractor will be required to provide proof of insurance and sign a service agreement.
- All designs produced will be owned by Girls Inc. of Metro Denver.

- Contractor must adhere to deadlines and work within a collaborative environment.
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Questions:

For any questions regarding this RFP, please contact Haley Shilts at hshilts@gidenver.org. We will accept inquiries until January 24, 2025.

Girls Inc. of Metro Denver is an equal opportunity organization. We encourage proposals from diverse applicants.