Request for Proposal (RFP): Graphic Designer

The Hoarding Project (THP) is seeking the services of a graphic designer to produce a variety of marketing materials needed to successfully accomplish its mission of providing education, research, and treatment services for people who hoard, their families, and communities. THP is a 501(c)(3) public charity that was established in 2010.

Project Description: Graphic Designer
The Hoarding Project (THP) is seeking online proposals to establish a contract through competitive negotiations for the purchase of graphic art and/or design work. The overall goal of this funding is to engage one or more contractors to design graphic art products including but not limited to logos, annual reports, conference program guides, brochures, fact sheets, drawings, and graphic items for use on the Web and in social media. These products will need to be developed or saved in various formats for use in online and print media. The designer is required to work with the staff of The Hoarding Project on design and content specifications.

Design Requirements
Ensure a consistent brand identity in the design of all The Hoarding Project’s visual media.

Estimated Project Duration
The Hoarding Project requires the contract services of a graphic designer through April 1, 2014 with the possibility of contract renewal for an additional year.

Functional Requirements
The functional requirements of the contract may vary in length from month to month dependent upon the scope of the project. The summary below reflects anticipated requirements for the upcoming year. Additions/subtractions may occur.

Please note that the design/ownership/copyright and original source (Illustrator, Photoshop) files must remain with The Hoarding Project and that all work product created as part of this project will be the sole property of The Hoarding Project.

Campaign Summary
The successful candidate will develop an updated logo to be used in all of THP’s visual materials. The graphic must be produced in an electronic format that can be easily modified by THP as necessary. The design must be adaptable for use in the production of print and online ads, web and social media content, posters, flyers, and merchandise (i.e. t-shirts). The design must also be capable of reproduction in different sizes (i.e. handbills, 8½ x 11, and 11 x 17) and in both color and black and white. The successful candidate will also assist with layout for the additional written materials (written content to be provided by THP), including but not limited to logos, annual reports, conference program guides, brochures, fact sheets, drawings, and graphic items for use on the Web and in social media. The successful candidate may be asked to make up to two edits or corrections per piece once the primary image is selected.
Submission Information

Background Information
Updated Resumé, Description of Experience, At least 3 Client References

Portfolio
3-5 samples indicating relevant design work (web links or URLs are sufficient)

Cost Estimate
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 below.

Basis for Award of Contract

Method of Evaluation/Ranking System
1. Portfolio Review / 35%

2. Interview for discussion of workflow, timing of turnaround, design process / 15%

3. Cost. While of high-priority for any non-profit organization, The Hoarding Project is not bound to go with the lowest bid, or any bid, during this process. The final decision will attempt to balance the estimated flat cost with the candidate’s quality, creativity, and ability to handle the diverse needs of THP. THP expects to offer considerable sponsorship opportunities as part of the successful bid to help secure an affordable flat cost. / 50%

Submission Information
Submissions of interest, including a cover letter, portfolio samples, hourly or per item rate, and cost estimate, must be submitted by 5pm, Monday, September 2, 2013.

Process
The selection process including interviews will occur during September 2013. Interviews and negotiations with the winning bidder are expected to result in candidate selection by early October with the project to commence upon contract signing.

For Additional Information or Clarification
Please contact:
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