



REQUEST FOR PROPOSALS
GRAPHIC DESIGN SERVICES FOR FLORIDA POLICY INSTITUTE

RFP Objective

Florida Policy Institute seeks the services of a graphic design professional to create electronic and print materials that incorporate our branding and effectively convey policy research, advocacy messaging, and the impact of our organization.

Florida Policy Institute will consider building a multi-year relationship with the selected designer to support our expected growth of policy messaging campaigns and will take into consideration the successful completion of the projects outlined in this RFP as we plan for additional design work in the years ahead.

FPI's work is grounded in the fundamental belief that government has a role to play to help improve the lives of all the people it serves. We are deeply committed to public policies that recognize the needs of Floridians struggling to make ends meet, no matter their race, ethnicity, background, age, gender identity, sexual orientation or disability status. FPI prioritizes an inclusive and equitable workplace. People of color, people with disabilities, LGBTQ persons and people of other historically marginalized backgrounds are very strongly encouraged to apply.

About Us

Florida Policy Institute is an independent public policy research nonprofit dedicated to advancing policies and budgets that improve the economic mobility and quality of life for all Floridians. We do this through research, strategic outreach, coalition building, and policy advocacy. Our goal is to be an accurate, trusted source of information for policymakers, advocates, the media, and the public at large. www.floridapolicy.org

Target Audience

The audience for the materials created through this RFP include partner community-based and advocacy organizations, the general public, government officials, the media, and prospective and current donors.

Project Details and Deliverables

1. Design and layout content for an updated impact report and [organization introductory](#) one-pagers

2. Design and layout at least four advocacy/policy overview one-pagers
3. Other items to be negotiated in consultation with designer
4. Designer access to stock images encouraged
5. Design within Adobe suite encouraged

Budget

The budget for work outlined in this RFP is up to a maximum of \$2,500.

Proposal Requirements & Response Format

The following items should be included in your proposal:

- Provide the designer/firm name address, phone number, name of principals if applicable, main contact, and website/social media links if applicable.
- Provide a minimum of two graphic design samples that would be relevant to the project.
- Cost for design services per piece and/or hourly rate for design.
- Preference for billing and payment schedule.
- Optional: résumé, references.

Send proposal to Holly Bullard, bullard@floridapolicy.org. Sending a link to a Drop Box or other folder is acceptable.

Submissions due: **June 30, 2020**