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miamifoundation.org

March 2018

Greetings,

Our organization is accepting proposals and capabilities statements from freelance graphic designers. We invite you to submit one for consideration. A description of our organization, the services needed, and other pertinent information follows:

Background of The Miami Foundation

The Miami Foundation partners with donors to champion their causes and improve local quality of life. Since 1967, we've done this by taking leadership on civic issues, investing in our community and nurturing philanthropy. Thanks to our more than 1,000 donors, we currently manage over \$360 million in assets and have made almost \$300 million in grants that create opportunities for residents, make Miami-Dade County more resilient and foster home-grown creativity.

Every Miamian, has a story: how you came here, why you stay here, and what you value about this community. We amplify those narratives to foster a deeper relationship between residents and their community, inspiring them to take ownership of its future by investing today in the issues they care about.

The Communications department utilizes an agency of record to handle branding, media relations, graphic design and multimedia production. We currently seek a freelance graphic designer to supplement the lead agency's work, handling small design tasks mostly for creating new digital collateral and updating existing designs.

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 remainder of 2018. Additions/subtractions may occur. Please note that the design/ownership/copyright and original source (Illustrator, Photoshop) files must remain with The Miami Foundation and that all work product created as part of this project will be the property of The Miami Foundation.

Scope of Work

The successful candidate will create branded templates in various programs to be used and adapted for various communications by Foundation staff. Graphics must be produced in an electronic format that can be easily modified as necessary. The design must be adaptable for use in the production of print and online ads, digital and social media content, posters and flyers, and merchandise (i.e. T-shirts).

The successful candidate will also assist with layout for the additional written materials (written content to be provided by the Foundation), including but not limited to logos, annual reports, informational packets, brochures, fact sheets, and graphic items for use on the web and in social media. The successful candidate may be asked to edit existing graphic designs and collateral (using previously produced design files).

Key Personnel

Following are your key contacts for information you may seek in preparing your proposal:

Matthew Beatty	Senior Director of Communications, mbeatty@miamifoundation.org
Ana Mantica	Editorial Officer, amantica@miamifoundation.org, (786) 837-8176

Proposal Content

In order to simplify the evaluation process, The Miami Foundation suggests that all responses to this request contain the following elements described below:

1. Executive Summary

Describe your understanding of the work to be performed and your ability to perform the work. (1 page maximum)

2. Professional Experience

Provide qualifications for servicing an organization of similar size and operational structure. Specify any experience working with nonprofit organizations. Describe your resources/tools and provide copies of relevant work samples. (4 pages maximum)

3. Qualifications

Identify the specific designer(s) who will be assigned to this engagement. Provide bios specifying relevant experience to the type of services requested. (2 pages maximum)

4. Fees

Please provide an estimate of fees (hourly and/or project based) for the services to be provided. The price you quote should be inclusive of all fees. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. (2 pages maximum)

5. References

Include a list of the relevant clients served within the past five years and furnish the names, emails and telephone numbers of any references whom we may contact (2-4 references). (1 page maximum)

6. Additional Information

Please provide any additional information, not specifically requested, but which you believe would be useful in evaluation. (5 pages maximum)

Proposal Timetable (Subject to change)
RFP distributed
Evaluation of submissions and interviews
Contract begins

March 2018
March – April 2018
April 2018

Evaluation of Proposals

The Miami Foundation will evaluate proposals on the following criteria:

- Prior experience providing graphic design services to a similar organization
- Qualifications of staff/freelancer
- Previous graphic design work/samples
- References
- Completeness of the proposal
- Price

Sincerely,

A handwritten signature in blue ink that reads "Matthew Beatty". The signature is fluid and cursive, with a long, sweeping tail that loops back under the name.

Matthew Beatty
Senior Director of Communications