



REQUEST FOR QUALIFICATIONS AND PRICING

GRAPHIC DESIGN SERVICES

DECEMBER 2022

Meg Mullen, CFRE
Colorado Coalition for the Homeless
2111 Champa St.
Denver, CO 80205
MMullen@coloradocoalition.org
303.312.9636

SUMMARY

Colorado Coalition for the Homeless (Coalition) is seeking a qualified firm to provide graphic design services to its Resource Development and Marketing Department for a three-year period, January 2023 through December 2025. The purpose of this *Request for Pricing and Qualifications* is to invite prospective vendors to introduce their firms and offer services.

ABOUT THE COALITION

Our Mission

The mission of the Coalition is to work collaboratively toward the prevention of homelessness and the creation of lasting solutions for homeless and at-risk families, children and individuals throughout Colorado. The Coalition advocates for and provides a continuum of housing and a variety of services to improve the health, well-being and stability of those it serves.

What We Do

Colorado Coalition for the Homeless works to prevent and end homelessness through an integrated model of housing, health care and other supportive services including child care, addiction recovery, vocational preparation and outreach. Last year, the Coalition helped over 20,000 adults and children progress along a pathway to lasting stability. Every night the Coalition houses more than 5,000 households in our 21 residential properties and apartments owned by private landlords. The Coalition's health services provided medical, behavioral, dental and eye health services to more than 15,000 individuals. Among those who receive integrated health, housing and supportive services, 92% will remain stably housed for a year or longer.

PURPOSE OF THIS REQUEST

The goal of this Request for Qualifications and Pricing is to select a firm to provide graphic design services to support our fund development and community marketing activities.

Graphic design activities expected to continue

The Coalition will provide copy and photography.

- | | |
|-------------|---|
| February | Direct mail appeal - donor renewal and donor acquisition versions of one designed piece, #10 outer envelope. All direct mail appeal pieces will build on the Coalition's established direct mail design format. |
| March | Direct Mail postcard – postcard promoting Coalition planned giving efforts |
| January-May | For delivery of electronic file to be posted on Coalition website: 20-page annual report, services to include design, layout, photography direction as needed, proofing. Coalition will provide copy and data for the report. Deliverables include the 20-page report and of a postcard to promote publication of the report. |
| April | Direct Mail Appeal - donor renewal and donor acquisition versions of one designed piece, #10 outer envelope. |
| September | Direct Mail Appeal - donor renewal and donor acquisition versions of one designed piece, #10 outer envelope. |
| October | Direct Mail postcard – postcard promoting Coalition planned giving efforts |
| November | Direct Mail appeal – donor renewal and donor acquisition versions of one designed piece, #10 outer envelope. |

January Impact Report mailing – To mail in 2024 and following years. Direct mail piece to previous year donors including 2-sided flyer and exterior envelope.

This schedule is not intended to be exhaustive, but rather for planning purposes. From time to time, other graphic projects may arise that will be included in this pricing agreement. These will be added to the annual scope of work in consultation with the vendor.

Services we expect from our vendor include:

- Competitive pricing structure to reflect the long-term, collaborative relationship between your company and the Coalition Resource Development department.
- Openness to extend favorable pricing to other Coalition departments that may have graphic design projects.
- Communication and collaboration with our staff and print vendor to achieve high-quality, on-time results.
- Periodic guidance on design and project planning issues that may arise.
- Proactive communication regarding opportunities to support the Coalition’s messaging through graphic design, coordination with other vendors (web, print) and proactive communication on issues that may arise in planned and proposed projects.

Timeframe

This Request for Qualification and Pricing seeks to engage a partner for graphic design services for the term January 2023 to December 2025.

The Resource Development and Marketing department will evaluate vendor qualifications and pricing proposals and recommendations to select a vendor for the activities detailed above, along with other projects that may be added throughout the years. Prospective vendors will be invited to meet with Resource Development staff to discuss your presentation and ask questions.

Proposal Instructions

Proposals should include:

- Vendor’s qualifications and experience in producing direct mail programs and printed pieces.
- Describe your approach in working on these projects including estimated time commitments
- Pricing practices for the activities described above.
- Suggest considerations in evaluating your presentation
- Samples/descriptions of work with related organizations
- Qualifications of individual(s) who will work with Coalition representatives.
- Three references

In evaluating your proposal, we consider the following:

The fit of your firm's experience and samples with the image the Coalition is working to develop.

Projected pricing of the activities proposed in your scope of work

The subjective opinions of your references

Contact Information

Please submit proposals (MS Word, .pdf, or online portfolio link) via email to Meg Mullen, CFRE, Chief Development Officer (mmullen@coloradocoalition.org) by 5:00 pm on 12/7/2022. Questions may be directed to Meg Mullen via email (preferred) or by calling 303-312-9636.

We plan to select a vendor by December 16th, 2022 and have an engagement agreement in place to begin work immediately.