

RPF: annual report creation and graphic design services

Project Overview

- Big Brothers Big Sisters of NYC seeks a design studio or graphic design firm to serve as AoR for the organization for the fiscal year 2017/2018.

Organizational Background/Overview

Big Brothers Big Sisters of NYC (BBBS of NYC), the nation's first and NYC's largest youth mentoring organization, has served the changing needs of New York City's most at-risk youth since 1904. The volunteer- and donor-based organization offers a variety of specialized mentoring programs to help children facing more complex challenges – including immigrant youth, children of incarcerated parents and those in foster care – as well as the Workplace Mentoring Program, which helps businesses throughout New York City positively impact the lives of young people and build a foundation for professional success. Additionally, since 1992 BBBS of NYC has worked through its Center for Training and Professional Development to equip non-profit professionals throughout New York City to develop and enhance their own mentor-based programs and organizations.

Through the support of individuals, foundations and corporations, this not-for-profit agency has been able to change the lives of the city's most disadvantaged children, matching them with caring adult role models – dependable friends who can help to expand their horizons, realize their potential and enrich their futures. To learn more, become a mentor and/or offer support, please visit www.bigsnyc.org.

Mission and Vision

Our vision is that all children achieve success in life.

Our mission is to provide children facing adversity in New York City with strong and enduring, professionally supported 1-to-1 mentoring relationships with adults that change their lives for the better, forever. We partner with families, volunteers, organizations and the community to inspire positive change in all.

Current Situation

We have graphic design needs that vary each year, but always include the need to conceptualize, layout, design and write story copy for our Annual Report. We also need designs for invitations to 6 special events a year. Other ad hoc needs in past years have been our academic resource packets (layout and design only), front end web site design, recruitment collateral for volunteers and families, and individual giving campaigns.

BBBS of NYC is seeking a creative firm to conceptualize, design, layout and write story copy for our Annual Report and a variety of other printed and digital collateral throughout the year. The selected firm is expected to reflect the creative spirit and interests of the organization and make this publication a cohesive companion to the new website. At present the primary audience for the Annual Report is our existing donors and constituents, potential donors and partners, foundations and government officials. The goal for the Annual Report design is to make it visually appealing, attractive to a variety of constituents.

Project Scope

For the fiscal year 2017/2018 we will need the following:

- Develop on-brand print collateral (brochures, updated copy on our [academic resource packets](#), a complete concept, design, and story copy for our [Annual Report](#).)
- Design concepts for up to 6 invitations to [special events](#) throughout the year
- Design for Center for Training and Professional Development brochure of offerings (approx. 10 pages) 2x per year
- 1-2 ad hoc design needs, TBD

Design of the Annual Report and invitations is to be clean, on-brand, easy to read and will use agency photos, graphics and other design techniques to make the materials appealing. This may include reorganization of sections/information, fonts, headlines, and graphic elements that will tie this publication to the website. We are looking for a connected visual presence for the organization. The current logo, brand colors and other branded elements for BBBS of NYC will be used and infused into the designs.

Required Deliverables

Tailor this to your needs. You may choose to include:

- Print ready and digital files for Annual Report
- Print ready and digital designs for invitation with source files for updating copy
- Print ready and digital files for additional projects TBD

Proposed Timeline

Deadline for Annual Report delivered to printer is November 15, 2017. Deadlines for invites are rolling, depending on the date of the event, but in general 8 weeks before the event date.

Budget

Annual Report, invitations, brochure, and ad hoc projects should be budgeted separately, keeping in mind that as a non-profit we have limited budget.

Examples of past projects should be reviewed to gauge the amount of work expected.

Proposal Requirements:

Firm Information

Provide agency's name, address URL, contact phone and email of the individual who will serve as agency's primary contact. Include a brief description and history of the firm.

Project Approach

Please explain your project approach, style and process.

Provide biographies of key staff

Please include a summary of experience of all key staff.

Experience

Proposals should include a list describing projects that are similar in scale that your firm has completed.

Please include at least one in-depth case study that includes a limited number of creative samples.

Where possible, highlight work for analogous organizations.

Schedule and Timeline

Proposals should include the proposed work schedule, timeline, and deliverables resulting from each task outlined above. The contract is expected to begin by no later than July 1, 2017 and should be completed by June 30, 2017 at which time it is up for renewal.

Cost

Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the schedule/timeline.

Deadline

Submission deadline is Friday, March 3, 2017. Review period is March 6-30, 2017.

Submit to / Contact

All proposals can be forwarded via email to wde marco@bigsnyc.org for review.