



Creative Services/ Graphic Designer Request for Proposal

iMentor requests proposals from qualified design agencies and/or freelance graphic designers (“Designer”) to provide creative services as specified in this Request for Proposals (“RFP”). *Note that iMentor may select multiple agencies under this RFP.

Release Date:

Friday, May 4, 2018

Response Due Date:

Friday, May 25, 2018 by 5:00 p.m. ET

Contact:

Jennifer Hudnell
Director of Communications
jhudnell@imentor.org

ABOUT IMENTOR

iMentor, a New York City based nonprofit, builds mentoring relationships that empower students in low-income communities to graduate high school, succeed in college, and achieve their ambitions. Students work with their mentors one-on-one, in-person and online, to develop strong personal relationships, nurture a college aspiration, navigate the college application process, and build critical skills that lead to college success. In New York City, Chicago, and the Bay Area, iMentor partners with public schools to ensure every student in the schools receives a mentor. iMentor also provides its curriculum, technology, and best practices to help partnering nonprofits run effective programs in the iMentor model.

Since 1999, iMentor has connected more than 29,000 students with mentors and this year, iMentor is serving nearly 9,000 students across the country. iMentor has been recognized through funding from many of the leading education funders in the country, including the Ballmer Group, the Michael & Susan Dell Foundation, the Robin Hood Foundation, the Bezos Family Foundation, New Profit Inc., and the Kresge Foundation.

For more information, please visit: www.imentor.org

SCOPE OF WORK

iMentor seeks a Designer to develop high-quality creative products that adhere to iMentor’s brand platform and visually tells the iMentor story and projects its organizational values.

This Scope of Work aims to be an educational tool to help prospective Designers evaluate the needed services. The deliverables listed below isn't an exhaustive presentation of iMentor's creative needs. Rather, it reflects categories of deliverables historically needed by iMentor's national and regional teams. Creative projects will vary month to month based individual teams' individual priorities. Average hours per month historically ranges between 35-40 hours with peaks in September through December.

Deliverables Overview

- Informational documents (one-pagers, brochures, PPT decks)
- Marketing collateral (postcards, banners, step and repeats, signage)
- Event materials (invitations, envelopes, programs)
- Corporate identity (business cards, letterhead, envelopes, note cards)
- Shareable content (infographics)
- Iconography
- Data visualization
- Multimedia artwork
- Merchandise and promotional products artwork
- Branded templates to be used and adapted internally by iMentor staff
- Wireframes for mobile responsive sites

Please Note: The Designer may be asked to edit existing art files created by prior designers or in-house by iMentor.

Attributes and Expectations

- Experience working with a mid-size nonprofit, preferably within the college success or education space
- Cultural attunement to the complexities of being a first-generation college student, a student of color, and a student from a low-income community
- Embraces innovation and drives toward better solutions and processes
- Thrives in a collaborative environment
- Keeps end-user experience at the forefront of design strategies
- Serve as a iMentor's resident design expert and creative thought partner
- Creatively and seamlessly integrate iMentor's existing brand platform into all deliverables
- Responsiveness, efficiency, flexibility and availability

Please Note: The design/ownership/copyright and original source files (Illustrator, InDesign, Photoshop, etc.) shall remain with iMentor and all work products created as part of an engagement will be the property of iMentor.

Proposed Term

The successful Designer will enter into a Master Services Agreement with iMentor. The duration of the initial contract between iMentor and the Designer is expected to commence upon the date of contract approval (approximately July 6, 2018) and terminate

on or before January 31, 2019. iMentor reserves the right to renew its agreement prior to the end of the contract term.

PROPOSAL REQUIREMENTS

Overview

The application package consists of one (1) original proposal as outlined below and a minimum of four (4) examples of varied creatives. The proposal must be delivered via a web-based platform or emailed. Responses received without all of the items will be considered incomplete, and may be withdrawn from consideration.

Deadline: The deadline for proposal submission is **5:00 p.m. ET, Friday, May 25, 2018**. All complete proposals received on or before the deadline will be reviewed for selection.

Contact: All proposals and inquiries should be sent to Jennifer Hudnell, Director of Communications, at jhudnell@imentor.org.

Proposal Package

1. Executive Summary and Contact (1 page)

Name, address, phone number, website, email address, and brief description of Designer.

2. Qualifications (1-3 pages)

Bios of key personnel to be assigned to this contract, highlighting skills, abilities, and knowledge relating to the delivery of the proposed services .

3. Services (2-3 pages)

Description of services to be provided by the agency which meets the services requested by the Scope of Work section of this RFP. If Designer cannot provide a specific service requested, Designer will indicate this in the response and have the option of proposing an alternate service.

Additional information, not specifically requested but is believed to be useful in evaluation may be provided, inclusive of other services Designer provides.

4. Fees (1 page)

An estimate of fees (hourly and/or retainer) for the services to be provided. The quoted rate should be inclusive of all fees. If the rate excludes certain fees or charges, detailed list of excluded fees with a complete explanation of the nature of those fees must be provided.

5. References (1 -2 pages)

Three (3) or more client references, including client name, website, primary contact name, primary contact email, and brief description of services provided.

6. Portfolio Samples

A minimum of four (4) examples of varied creatives that the Designer has conceptualized, designed and executed. Portfolio examples should include designs for deliverables referenced within the scope of work section of this RFP. Examples should be work created for clients other than iMentor.

Evaluation Criteria

iMentor will first evaluate responses based on compliance with all items set forth in the “Proposal Requirements” section of this RFP. Responses that do not comply will be deemed not acceptable. Responses that meet the provisions will be evaluated on:

- Prior experience providing creative services to nonprofits
- Qualifications of Designer and breadth of services offered
- Creativity and technical ability demonstrated through portfolio samples
- References
- Fees

iMentor may select top candidates for interviews to discuss details of their proposals to help make a final selection. Separate negotiations will then be conducted to establish services to be rendered and fees. At the conclusion of these negotiations, iMentor will make its final selection. More than one respondent may be selected under this RFP.

Timeline (subject to change)

Publication of Request for Proposals:	Friday, May 4, 2018
Deadline for Submission of Questions	Friday, May 18, 2018
Deadline for Proposal Submission:	Friday, May 25, 2018 by 5:00pm ET
iMentor review of proposals completed	Friday, June 8, 2018
Candidate interviews week of	June 11, 2018
Selected Designer notified	Friday June 22, 2018
Execute contract with selected Designer by:	Friday, July 6, 2018
Start Date of Engagement:	Monday, July 9, 2018

TERMS AND CONDITIONS

This RFP is subject to the following terms and conditions:

1. iMentor expressly reserves the right to modify or withdraw this request at any time, whether before or after any responses have been submitted or received.
2. iMentor reserves the right to reject and not consider any or all respondents that do not meet the requirements of this RFP, including but not limited to: incomplete responses and/or responses offering alternate or non-requested services.
3. iMentor reserves the right to reject any or all firms, to waive any informality in the RFP process, or to terminate the RFP process at any time, if deemed to be in its best interest.
4. In the event the party selected does not enter into the required agreement to carry out the purposes described in this request, iMentor may, in addition to any other rights or remedies available at law or in equity, commence negotiations with another respondent.
5. In no event shall any obligations of any kind be enforceable against iMentor unless and until a written agreement is entered into.
6. Each respondent agrees to bear all costs and expenses of its response and there shall be no reimbursement for any costs and expenses relating to the preparation of responses submitted hereunder or for any costs or expenses incurred during negotiations.
7. By submitting a response to this RFP, each respondent waives all rights to protest or seek any remedies whatsoever regarding any aspect of this request, the selection of a respondent or respondents with whom to negotiate, the rejection of any or all offers to negotiate, or a decision to terminate negotiations.
8. iMentor reserves the right not to award a contract(s) pursuant to this RFP. .