

The Pullman Regional Hospital Foundation is seeking the services of a graphic designer to produce a variety of print and digital collateral for six yearly fundraiser programs throughout the calendar year.

### **Qualifications**

Three years minimum professional experience, working as a graphic designer with direct client and print vendor interaction. Availability to devote time to six programs throughout the year, within the designated timeframe for each.

### **Contract Terms**

The Foundation requires the contract services of a graphic designer through July 2019 with the possibility of contract renewal for an additional year.

### **Essential Requirements**

- Work within the brand guidelines for Pullman Regional Hospital and the Foundation
- Use current Adobe Creative Suite products
- Provide own workspace, hardware and design software subscriptions
- Share all packaged final files and native Adobe files at the end of each project
- Work with approved local vendors
- One face-to-face meeting project planning meeting with Foundation staff prior to each project
- Adhere to project timeline
- Flexibility in providing last minute edits to accommodate the dynamic nature of fundraising events

### **Resources Available**

Access to Shutterstock account, hospital photography and previous year's design files, color printer/copier at Foundation office

### **Reporting**

Work with the Foundation staff member serving as the project manager.

### **Scope of Work by program**

#### *Annual Pullman Regional Hospital Foundation Gala*

Timeline (September through February) Event: First Saturday in Feb.

- Provide three options for the overall look and feel of all Gala collateral with the color theme chosen by the committee
- Update logo
- Update sponsorship form background
- Update invitation (pocket style with multiple 2-sided inserts)
- 4.94x10 "Save the Date" ad for Daily News and Community Update

- 4.94X10 and 10x10 "Registration now Open" ad for Daily News
- Confirm usability of sponsorship logos as received and save for web and print
- Update raffle tickets, menu, banners (3-5), 20"x30" posters (5-7), 11x17" posters, letter-sized signs, background for nametags, table numbers, center piece bid card, raffle and auction prize certificates, auction box covers, powerpoint background
- Design printed (12-page, saddle stitch) program
- Post-event "Thank You" Community Update 1-page ad

### Annual Pullman Regional Hospital Foundation Golf Classic

Timeline (April through July) Event: First Saturday in July

- Save the Date for Gala Program (January)
- Update tri-fold, 2-sided brochure
- Confirm usability of sponsorship logos as received and save for web and print
- 20"x30" event posters (3)
- 4.94x10 "Save the Date" ad for Daily News and Community Update
- 4.94X10 and 10x10 "Registration now Open" ad for Daily News
- Update 24x48" banners (varies from 1 to 6)
- Update 20x30" posters (varies from 1 to 5)
- Update 18x24" hole signs (varies from 18 to 30)
- Update 6x24" sign inserts (as many as 7)
- Update Nike Bucks, drink tickets, cart sponsor sign, auction item and Go Fore the Green prize descriptions (letter sized), punch card (letter-sized, 6-up) for Chipping Challenge
- Update printed program (letter-sized, 2-sided, folded in half)
- Update schedule of events (letter-sized)
- Update Player of the Game surveys (letter-sized, 6-up)
- Post Event 10x10" "Thank You" ad for Daily News and Community Update

### Homes for Health

Timeline (March through July) Official kickoff: April

- Update 18x24 yard sign template
- Confirm usability of logos as received and save for web and print
- Update 4.94x10" ads for Community Update and Daily News (several variations for 3-month promotion featuring individual agencies and or agents)
- Post Event 10x10" and 4.94x10" "Thank You" ad for Daily News and Community Update

### Auto Dealers for Health

Timeline (July through September) Official kickoff: August

- Update 4.94x10" ad for Community Update and Daily News
- Update 20x30" posters (individualized for each of the four dealerships)

- Update 98x30" banners (varies if dealership has updated the logo—as many as four)
- Post Event 10x10" and 4.94x10" "Thank You" ad for Daily News and Community Update

### Employee Giving Campaign

Timeline (August through October) Official kickoff: September 1

- Update kickoff event invitation (letter-sized)
- Regular updates to department participation percentage poster and Powerpoint
- Update celebration event invitation (letter-sized)

### Women's Leadership Guild

Timeline (Yearly promotion of 6 membership meetings, member recruitment drive and grant award process in August)

- Update tri-fold, 2-sided brochure and membership application (save as pdf form)
- Update 4.94x10" ads for Community Update and Daily News (6 membership meetings each year)
- Create 1-2 invitations/year for Guild events (restaurant crawls/wine tour)

### **Basis for Award of Contract**

1. Interview with Foundation Staff and Reference Check
2. Portfolio Review (recent and relevant samples)
3. Cost (estimate based on the work outlined in this RFP, printing fees excluded, and an hourly or rate for design services that may be over and above the scope of work indicated below)

### **Request for Interview**

Send resume, description of experience, graphic design online portfolio and at least 3 client references to Lauren Owens with Pullman Regional Hospital Human Resources Department by 5:00pm PST on July 23<sup>rd</sup>.

Email: [lauren.owens@pullmanregional.org](mailto:lauren.owens@pullmanregional.org)