



Youth Service America

Print design and layout for print materials:

- **2011 Semester of Service Strategy Guide**
- **Global Youth Service Day Toolkit cover page**
- **Semester of Service Poster**
- **Global Youth Service Day Poster**
- **Global Youth Service Day Flyer**

Prepared March 21, 2011

Proprietary and confidential

R E Q U E S T F O R P R O P O S A L

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INTRODUCTION AND BACKGROUND

PURPOSE OF THE REQUEST FOR PROPOSAL

Youth Service America (YSA) improves communities by increasing the number and the diversity of young people, ages 5-25, serving in substantive roles.

The purpose of this RFP is to select a design vendor for print design, logo design, and page layout of the following full-color materials:

- 18"x24" poster for Global Youth Service Day
- 18"x24" poster for Semester of Service
- Semester of Service Strategy Guide (70 – 80 pages)
- Cover page design for the Global Youth Service Day Toolkit (one 8.5"x11" page)
- 8.5"x11" flyer promoting the Global Youth Service Day Toolkit

YSA is seeking to identify and select an outside independent organization to perform the activities listed above. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by YSA.

ADMINISTRATIVE

TECHNICAL CONTACT

Any questions concerning technical specifications or Statement of Work (SOW) requirements must be directed to:

Name	Matthew Henry, ICT Director
Address	1101 15 th Street NW #200 Washington, DC 20005
Phone	(202) 296 – 2992 x 119
Email	mhenry@ysa.org

CONTRACTUAL CONTACT

Any questions regarding contractual terms and conditions or proposal format must be directed to:

Name	Steve Chaplain, VP of Operations
Address	1101 15 th Street NW #200 Washington, DC 20005
Phone	(202) 296 – 2992 x 130
Email	schaplain@ysa.org

DUE DATES

A written or email confirmation of the Vendor's intent to respond to this RFP is required by **Friday, March 25th, 2011**. All proposals must be received by **5pm Friday April the 1st**. Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award. A signed contract shall require that the scope of work discussed in this contract be completed by **5pm Tuesday, May 3rd, 2011**.

SCOPE OF WORK

REQUIREMENTS

The following information should be used to determine the scope of this project and provide pricing for this engagement:

Design and Print Layout

The selected vendor will create compelling, original designs for two 8.5" x 11" guides and two 18" x 24" posters. All materials will be two-sided and in color. All content, and any particular design features requested, will be provided to the designer, according to the specified timeline.

- **Global Youth Service Day (GYSD) Poster and Semester of Service poster** – Two posters featuring event details, sponsor logos, and other information. The posters should fold twice to function as a 9"x12" four-page brochure, unfolding to reveal the poster covering the four interior pages. Readers can use the brochure pages of the poster to get informed and engaged about GYSD or SOS and then hang the poster to promote their event.
- **Semester of Service Strategy Guide** – The SOS Guide is a 60 to 80 page resource covering the various elements which contribute to an extended service-learning program. The guide will be divided into 6 or 7 sections. Each section of the guide will feature text, charts, images, and links to online resources. The sections should have interior cover pages with large, clear titles so teachers can easily download sections of the guide.
- **Cover page and logo design for Global Youth Service Day Toolkit** – The GYSD toolkit is a large resource broken out into twelve sections to help GYSD project coordinators with the various phases of their youth service project. *Only a cover page will be designed for this resource.*
- **Promotional flyer for GYSD Toolkit** – A 8.5"x11" color flyer promoting internet downloads of the GYSD Toolkit to be handed out at events.

Project Guidelines

Working closely with a project manager (YSA's ICT Director), the selected vendor will follow a traditional design process, including the following milestones:

- A kickoff meeting with YSA staff
- A clearly articulated timeline with milestones for all project phases
- Delivery or presentation of initial design comps with two design directions
- One round of revision on a selected direction
- Review and approval of an example layout early in the process to establish design guidelines for future sections
- Edits and corrections on all deliverables.
- Final materials delivered and approved by a resources development team led by YSA's VP of Education

GUIDELINES FOR PROPOSAL PREPARATION

PROPOSAL SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to YSA in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

YSA reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor,
- Accept other than the lowest priced offer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract.

Vendor's proposal shall be submitted in several parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for YSA's evaluation of the Vendor's proposal.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between YSA and the selected Vendor(s). The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Approach and Methodology
3. Project Deliverables
4. Project Management Approach
5. Detailed and Itemized Pricing
6. Appendix: References
7. Appendix: Project Team Staffing
8. Appendix: Company Overview

The detailed requirements for each of the above-mentioned sections are outlined below.

DETAILED RESPONSE REQUIREMENTS

EXECUTIVE SUMMARY

The selected vendor will design a collection of documents for print and web publication.

SCOPE, APPROACH, AND METHODOLOGY

Include design process and technical expertise by phase. This section should include a description of each major type of work being requested of the vendor. All information that is provided will be held in strict confidence.

DELIVERABLES

Include specific design files or other assets to be delivered on completion of the project.

PROJECT MANAGEMENT APPROACH

Include the method and approach used to manage the overall project and client correspondence. Briefly describe how the engagement proceeds from beginning to end.

DETAILED AND ITEMIZED PRICING

Include a fee breakdown by project phase and estimates of travel expenses if any.

APPENDIX: REFERENCES

Provide three current corporate references for which you have performed similar work.

APPENDIX: PROJECT TEAM STAFFING

Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the types of staff that would be assigned to this project by providing biographies for those staff members. Describe bonding process and coverage levels of employees. Affirm that no employees working on the engagement have ever been convicted of a felony.

APPENDIX: COMPANY OVERVIEW

Provide the following for your company:

- Official registered name (Corporate, D.B.A., Partnership, etc.), Dun & Bradstreet Number, Primary and secondary SIC numbers, address, main telephone number, toll-free numbers, and facsimile numbers.
- Key contact name, title, address (if different from above address), direct telephone and fax numbers.
- Person authorized to contractually bind the organization for any proposal against this RFP.
- Brief history, including year established and number of years your company has been offering Information Security Testing.

EVALUATION FACTORS FOR AWARD

CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

1. Completion of all required responses in the correct format.
2. The extent to which Vendor's proposed solution fulfills YSA's stated requirements as set out in this RFP.
3. An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor's stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Vendor's proposal.

YSA may, at their discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.