



Request for Proposal Summary

RFP: Presentation and Branding Design for Education Funding and Equity Work	Proposal Due By: March 17, 2021 at 5:00pm MT	Great Education Colorado
<p>Project Overview: Create presentations and graphics for universal and specific purposes including but not limited to: education funding in Colorado and DEI/racial justice. Assist the Director of Communications and Digital Media and Director of Development with revenue generating ideas and expertise related to digital graphics and online fundraising.</p>		
<p>Project Goals:</p> <ul style="list-style-type: none">● Design a cohesive set of graphics for ubiquitous use in presentations, social media, and elsewhere● Create slides presentations, with at least one editable base presentation for audience adaptation● Assist the development of revenue generating content		
<p>Scope of Work:</p> <p>Great Ed needs an expert communicator and graphic designer to create branded materials to help us further our mission of harnessing the power of grassroots activism and diverse, inclusive coalitions to stimulate adequate and equitable investment in all Colorado public schools, students, and teachers. A successful grassroots outreach system requires seamlessly cohesive branding across all platforms, and we need someone with the skills to create branded images, color palettes, and other branding cohesion to connect all of our out-facing materials.</p> <p>In tandem with our publicly available out-facing materials, we need someone with expert level skills in presentation creation and slide decks, as our grassroots efforts include presentations for people and organizations in many communities across the state. Deep understanding of racial equity and DEI required, as is the ability to communicate about these subjects via</p>		



presentations.

Current Roadblocks and Barriers to Success

- Skills and tools to create designs in Adobe programs for cohesive branding
- Finely tuned skills in creating impactful presentations
- Digital media specific expertise in revenue generating content

Evaluation Metrics and Criteria

- Minimum 3 presentations or slide decks created, including one base Great Ed presentation, one DEI/racial justice presentation, and another presentation focused on a specific school funding issue area
- Graphics toolkit with cohesive color palette, style, and theme for future use
- Creation of at least one revenue generating tool

Submission Requirements

- Resume or company portfolio
- Previously created slides presentation example for a specific cause or mission
- Example Great Ed graphic for general presentations
- Commitment to and understanding of equitable and adequate investment in Colorado public schools
- 2 references
- Answers to questions on page 12

Project Due By: May 1st, 2021

Budget: \$7,000

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Great Education Colorado

Request For Proposal

Presentation and Branding Design for Education Funding and Equity Work
Great Education Colorado

PROPOSALS DUE BY: March 17, 2021 at 5:00pm MT



Company Background

Great Education Colorado's vision is a Colorado where all students – no matter where they live, how they learn, or the color of their skin – graduate ready to lead their best lives. Making that vision a reality is the mission of Great Ed, which harnesses the power of grassroots activism and diverse, inclusive coalitions to stimulate adequate and equitable investment in Colorado public schools.

Toward the goal of equitable fiscal reform, Great Ed has undertaken the painstaking work of growing, strengthening and diversifying its own network of more than 20,000 individuals in over 200 cities and towns.



Project Overview

Great Education Colorado has established a number of channels through which it disseminates equity content and these channels need cohesive branding. Those outlets include:

- Orchestrating equity programming for monthly meetings of, and creating a resource library for, the *Great Schools, Thriving Communities Coalition*;
- Incorporating equity content in Great Ed's social media, presentations, newsletters, board meetings, and online experiences, such as the "Bridge the Gap Virtual Escape Room";
- Weaving DEI concepts into its outreach to lawmakers, staffing a Public Education Study Group convened by a number of legislators.

This person will create professional-level materials with both broad and specific appeal, strong messaging, and a long shelf-life. Specifically, Great Ed will: 1) create a unifying design for accessible equity content; and 2) efficiently and effectively disseminate that content via Great Ed's numerous communications channels, appropriately tailored to its diverse audiences.



Project Goals

The goals of this project include:

1. Design a cohesive set of graphics for ubiquitous use in presentations, social media, and elsewhere
2. Create slides presentations and decks, with at least one editable base presentation that can be easily adapted for different audiences
3. Assist the development of revenue generating content

To reach these goals, Great Education Colorado is now accepting bids in response to this Request for Proposal.



Scope of Work

Great Ed needs an expert communicator and graphic designer to create branded materials to help us further our mission of harnessing the power of grassroots activism and diverse, inclusive coalitions to stimulate adequate and equitable investment in all Colorado public schools, students, and teachers. A successful grassroots outreach system requires seamlessly cohesive branding across all platforms. We need someone with the skills to create branded images, color palettes, and other branding cohesion to connect all of our out-facing materials.

In tandem with our publicly available out-facing materials, we need someone with expert level skills in presentation creation and slide decks, as our grassroots efforts include presentations for people and organizations in many communities across the state. A deep understanding of racial equity and DEI required, as is the ability to communicate about these subjects via presentations.



Target Deliverable Schedule

Presentation decks are prioritized, though they go hand in hand with the graphic design toolkit to be created. Ideally, we want someone who can come in fully ready to quickly put together designs and presentations. A base presentation is needed no later than May 1st, 2021. Meeting with staff and attending events on an as needed basis to guide project work is required.

Contract End Date: May 1st, 2021

The expected project completion date is May 1st, 2021. If this timeline needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.



Existing Roadblocks Or Technical Issues

We don't foresee significant obstacles for this project, but we want to be clear that all materials created must be available for use via Google applications such as Slides and Drive. Our current roadblocks to completing this project are:

- Skills and tools to create designs in Adobe programs for cohesive branding
- Finely tuned skills in creating impactful presentations
- Digital media specific expertise in revenue generating content



Budget Constraints

This project is funded by a grant and we must stay within the parameters of the grant given to us. We can pay a contractor up to \$7,000 for this project, and projects less than \$7,000 will be considered as well. Partial payment will be made at the start of the contract and the rest of the payment will be paid upon project completion.



Evaluation Metrics

Great Education Colorado will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history of slides and presentation creation
- Design of a graphic for a general Great Ed presentation and presentation sample from previous project
- Projected cost
- Experience and technical expertise with digital fundraising
- Responsiveness and answers to questions in the next section.



Questions Bidders Must Answer To Be Considered

i. Tell your story and understanding of diversity, equity, and inclusion. How has DEI changed the way you work with others? How does DEI affect your final project deliverables?

ii. Walk us through an example of how you have previously monetized digital content. If you have not done so previously, explain how you would approach monetizing digital content.

iii. Describe your process for “idea to delivery” with slides and presentations.

iv. Fill out this demographics chart. If you are an individual contractor, indicate 100%. If you are a multi person company, please indicate appropriate percentages of your staff.

Gender	%	Race/Ethnicity	%	Sexual Orientation	%
Male		African American or Black		Identifies as LGBTQ	
Female		American Indian/Alaska Native			
Non-binary		Asian or Pacific Islander			
Other (specify)		Hispanic or Latinx			
		Multi-racial or Multi-ethnic			
		White (non-Hispanic)			
		Race/ethnicity not listed			



Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all 5 metrics in the evaluation section should submit a proposal.
- Proposals must be sent in by March 17, 2021 at 5:00pm MT.
- Include graphic design sample, presentation/slides sample, resume or company portfolio, 2 references, answers to questions on page 12 with your proposal, and projected cost.
 - Failure to include all components will result in an automatic rejection.
- A proposed schedule must also be included and clearly expressed.



What We're Looking For in Potential Vendors

We're looking for an individual contractor or company with a teamwork mentality and a fast paced work ethic to get the project done with the highest quality. Willingness to collaborate and to incorporate constructive feedback are essential. Vendors must be committed to equity, have a deep understanding of DEI, and a talent for communicating with and about those subjects.



Great Education Colorado

Contact Information

For questions or concerns connected to this RFP, we can be reached at:

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