



REQUEST FOR PROPOSALS FOR GRAPHIC DESIGN SERVICES

Issue Date: February 6th, 2025

Proposal Submission Deadline: March 3rd, 2025

Introduction

At Wild Earth, we ignite transformative inner and communal connections through generational wisdom rooted in the natural world. Based in the Hudson Valley, our nonprofit fosters social-emotional learning, resilience, and belonging through youth camps, school programs, and outdoor adventures. Since 2004, we have been inspiring people of all ages and backgrounds to develop a deeper connection with themselves, their community, and the natural world.

Wild Earth's programs integrate time-tested practices such as storytelling, natural crafts, and wilderness skills with modern techniques like mindfulness and team-building. Our work emphasizes inclusivity, accessibility, and sustainability, ensuring that everyone, regardless of background or experience, can participate and thrive in our programs.

We are seeking proposals from qualified graphic designers or design agencies to support various creative needs for our organization, including our annual fundraising appeal, program collateral, t-shirt designs, flyers, and program logos. Your creative expertise will help amplify our impact and visually communicate our story to diverse audiences.

Scope of Services

Wild Earth seeks to enter a non-exclusive, project-based agreement with a qualified contractor to provide the following services:

Graphic Design

- Annual Appeal Campaigns: Design visually compelling materials for print and digital platforms that align with the campaign's messaging and objectives.
- T-Shirt Designs: Develop unique designs that embody Wild Earth's mission and engage supporters.
- Program Logos: Create versatile and scalable logos for Wild Earth's various programs.
- Flyers and Collateral: Design promotional materials such as flyers and brochures to support outreach efforts.
- General Collateral: Produce additional design assets as needed, including social media graphics and signage.

Proposal Requirements

To be considered, interested applicants must submit:

1. Experience/Qualifications: Provide a resume or company profile outlining relevant experience. Highlight experience working with nonprofits, if applicable.
2. Portfolio: Include examples of work showcasing creativity and quality, preferably aligned with the scope of services listed.
3. Proposed Approach: Share a brief description of your creative process and how you will collaborate with Wild Earth.
4. Fee Structure: Clearly outline rates, whether hourly, per project, or as a retainer, and include any anticipated expenses.
5. References: Provide contact information for at least two recent clients.

Anticipated Schedule

RFP Release Date:	February 6th, 2025
Deadline for Proposals:	March 3rd, 2025
Selection of Contractor:	March 25th, 2025
Contract Start Date:	April 1, 2025 (estimated)

Selection Criteria

Wild Earth will evaluate proposals based on:

- Cost Effectiveness: Competitive pricing that aligns with Wild Earth's budget.
- Quality of Work: Creativity and relevance of designs as demonstrated in the portfolio.
- Expertise and Experience: Proven ability to deliver high-quality designs, preferably for similar organizations.
- Cultural Fit: Understanding and alignment with Wild Earth's mission and values.
- Responsiveness: Ability to meet deadlines and maintain effective communication.

Submission Process

Submit your proposal via email to:

Jobs@wildearth.org

Please include "Graphic Design Services RFP Submission" in the subject line. Submissions must be received no later than March 3rd, 2025. Late submissions will not be considered.

Terms and Conditions

- Wild Earth reserves the right to accept or reject any or all proposals.
- Submission of a proposal does not guarantee selection or a contract.