

February 20, 2023

To Whom It May Concern:

The enclosed Request for Proposal (RFP) invites you/your company to review the Gesher Human Services graphic design scope of requested services and submit your proposal for consideration.

Companies must submit their full proposals by **Monday, March 20 at 5pm**. Our team is open to an informational call to answer any questions you may have.

Please direct any questions relative to the RFP to Bree Glenn at [bglenn@geshermi.org](mailto:bglenn@geshermi.org). We look forward to receiving and reviewing your proposal.

Sincerely,

Paul J Blatt  
President and CEO

# **GESHER HUMAN SERVICES REQUEST FOR PROPOSAL (RFP) GRAPHIC DESIGN SERVICES**

**Issue Date: February 20, 2023**

**Due Date: March 20, 2023, 5pm**

## **Section 1: Background**

### **Who We Are**

Gesher Human Services is a bridge to hope and opportunity for people at work, at home, and in the community. The breadth of Gesher's workforce, behavioral health, and inclusion programming meets the unique needs of the Jewish community while serving all metro Detroiters. Gesher was formed in January 2022 when JVS Human Services and Kadima Mental Health Services combined. Leveraging JVS Human Services' and Kadima's joint clinical expertise in evidence-based practice models, Gesher provides stronger, more seamless, holistic support for its participants with disabilities and mental illness than they could as separate organizations. Combined with Gesher's continuum of workforce supports for job seekers in every stage of life and career, Gesher supports 9,000 people in metro Detroit annually.

We are working with a graphic design agency to help us develop collateral materials, event invitations and other materials, and other ad hoc assignments.

## **Section 2: Scope of Work**

### **Ongoing Design Needs:**

On an ongoing basis, Gesher needs a design partner to create and maintain:

- Program pamphlets, rack cards, other materials
- Presentations and slides as needed
- Agency publications including annual reports, annual print publication (June), quarterly e-newsletters, monthly internal newsletters
- Additional projects as needed

### **Event Design Needs:**

Gesher hosts 4 large-scale events each year that have their own distinct personalities and target audiences. We will need support with creating invitations and suite of corresponding pieces for marquee events i.e.: table place cards, save the dates, menus, signage, sponsorship forms, coordinating branded graphics for the Gesher website and social media, etc.

## Section 3: Selection Criteria + Submissions

### Selection Criteria

The Gesher Advancement department will review submissions. This group will select vendors to interview and will use criteria including, but not limited to the following to evaluate and select a winning proposal:

- **Innovation and Creativity:** Prior work demonstrates innovative ideas that have engaged audiences and delivered results.
- **Expertise and Experience:** Expertise in recommending and communicating appropriate solutions, as evidenced by the proposal and references. Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- **Ease of explanation and understanding:** We are looking for clear and succinct communicators.
- **Suitability of the Proposal:** The proposed solution meets the needs and criteria set forth in the RFP.
- **Price:** The price is competitive and commensurate with the value offered by the proposer.
- **Staffing:** The vendor has appropriate in-house staff for the project or has partnered with qualified subcontractor(s). Project team will be judged on their experience to conceptualize, create, produce, and manage the project.

### Submissions

Please submit proposals to:

Bree Glenn, Director of Marketing & Communications, [bglenn@geshermi.org](mailto:bglenn@geshermi.org).

Briefly describe at least two projects that your company has completed within the past five years that demonstrate experience and expertise in the required scope of work. Please list references for these projects, including contact information.

### Price/Budget

Provide overall cost to perform the services and provide the deliverables described in this scope of work.