



Federation for Jewish Philanthropy  
OF UPPER FAIRFIELD COUNTY

**Request for Proposals**

Annual Graphic Design Services

The Federation for Jewish Philanthropy of Upper Fairfield County (Federation), a non-profit organization with its offices in Bridgeport, Connecticut, is seeking proposals for graphic design services beginning on January 1, 2019 and ending December 31, 2019. Background information on the Federation can be found at [www.jewishphilanthropyct.org](http://www.jewishphilanthropyct.org).

The selected party will work closely with our Federation Marketing Associate and other staff, as well as members of our volunteer Marketing Committee, throughout the year in the design of a variety of marketing materials as outlined below. The party providing graphic design services will be engaged as a consultant and may work remotely.

Proposals must be submitted by October 31, 2018 either by mail to: David Weisberg, CEO, Federation for Jewish Philanthropy, 4200 Park Avenue, Suite 300, Bridgeport, CT 06604; or by email to [dweisberg@jewishphilanthropyct.org](mailto:dweisberg@jewishphilanthropyct.org).

The proposal shall be for the following services, which the Federation intends to produce during the 2019 calendar year:

1. A brand standards guide, including graphics, colors, fonts, and so on.
2. Magazine layout, including redesign – The Federation publishes its KALEIDOSCOPE magazine twice per year, in approximately March and September. KALEIDOSCOPE is currently a 32-page full color magazine. The latest issue can be seen by visiting [www.jewishphilanthropyct.org/kaleidoscope](http://www.jewishphilanthropyct.org/kaleidoscope). Proposal shall include an immediate redesign of the magazine and layout of both 2019 issues.
3. Design of one annual trifold color brochure
4. Design of three direct mail pieces
5. Design of one gala invitation
6. Design of one gala program book
7. Design of one or two additional program books
8. Design of one food festival poster
9. Design of other assorted fliers and marketing pieces (averaging one per month)

The Federation intends to engage with a single provider for graphic design services in order to maintain standards and continuity; however, the Federation, at its sole discretion, may at any time during the year add to, adjust, or delete from the list or may terminate its engagement with the selected party. The Federation shall have 100% ownership of any design elements or materials created as a result of this engagement.

All proposals must include the following:

1. Resume of the principal individual who will be providing design services
2. A portfolio of work from the principal individual who will be providing design services. While not required, it is highly preferable that the portfolio include an example of magazine design.
3. A list of three prior clients to be used as potential references
4. Itemized fees for each of the listed items.
5. A total cost, including any discount, should the Federation wish to commit to a flat rate annual (or monthly) fee inclusive of all the listed items.

Should you have any questions, please contact David Weisberg, Federation CEO, at [dweisberg@jewishphilanthropyct.org](mailto:dweisberg@jewishphilanthropyct.org).