



REQUEST FOR PROPOSAL

Graphic Design and Branding Refresh of Minnesota Association of Community Health Centers and Affiliations

Proposals will be received until Tuesday, July 5, 2022 5:00 PM CDT

This RFP is also available at our website:

<https://mnachc.org/rfps/>



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1. General Information

- a. Purpose – This request for proposal (RFP) is to solicit graphic design services (individuals or entities) for the Minnesota Association of Community Health Centers (MNACHC) and affiliations. The ideal candidate will develop strategies, ideas and tactics for communicating complex concepts through clean, professional and branded visual design. The candidate will work under direction and guidance from MNACHC’s Director of Communications and Partnerships with input from key MNACHC staff.
- b. Issuing Organization - Minnesota Association of Community Health Centers, a 501(c)(4), not-for-profit organization that represents the interests of Minnesota’s federally qualified health centers (FQHCs), also commonly referred to as, “Community Health Centers.”
- c. RFP Issued – June 1, 2022
- d. Due Date for Proposals – July 1, 2022
- e. Description of Entity – MNACHC (or “the Association”) is a not-for-profit association incorporated in 1980 and located in Minneapolis, Minnesota. The Association supports Minnesota’s Community Health Center network and its members in improving and maintaining the health and wellness of the state’s local communities. The Community Health Centers that comprise this network are located in medically underserved areas throughout the state and function as part of the health care safety net, providing comprehensive primary and preventive care to people who would otherwise lack access to these services. The Association consists of all 17 Community Health Centers in Minnesota that collectively serve nearly 200,000 low-income Minnesotans on an annual basis.

MNACHC provides the following services to its member Community Health Centers: training and technical assistance for Health Centers in the areas of quality improvement, operations/finance, and regulatory compliance; representing member interests in state and national discussions related to



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health care reform; and advocating for state and national policies in the interest of Health Centers.

MNACHC is governed by 17 Board members who are the Chief Executive Officers/Executive Directors of the member Community Health Centers. MNACHC employs 7 people and we are located at 2829 University Ave., SE, Minneapolis, MN 55414.

Health Centers are governed in federal statute under Section 330 of the Public Health Services Act (42 U.S.C. §245b).

- f. Services Desired – MNACHC is seeking graphic design services to refresh digital, print and public facing materials. Specific components to be created and/or redesigned include, but are not limited to:
 - a Annual Report
 - b Policy briefs
 - c Sponsorship brochures
 - d Existing websites: www.mnachc.org, www.mnhealthcenters.org
 - e Social media and digital media
 - f E- Newsletter
 - g Business materials including letterhead, business cards, PowerPoint templates
- g. Who may respond – Agencies with expertise in graphic design, marketing, branding, and web-site design should respond to this RFP. Agencies certified as a small-owned business, Woman Owned Business, or Minority Owned Business will be preferred applicants.
- h. Contact for further information - Sara Bolnick, Director of Communications & Partnerships sara.bolnick@mnachc.org

2. Summary

The Minnesota Association of Community Health Centers (MNACHC) is seeking graphic design and branding services with the intent of promoting the state's 17 Community Health Centers with an updated and user-friendly design.



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3. Scope of Services

MNACHC is seeking an individual or entity to engage in the strategic development and design of a comprehensive style guide and creation of various public and member facing products as requested by MNACHC management:

The “Services” consist of, and the successful graphic designer shall provide, the following:

1. Conceptualize, design and deliver (in electronic format) compelling graphic-design material and user-friendly templates that may include infographics, illustrations, policy reports, annual reports, postcards, meeting programs, brochures, social media graphics, web graphics, email newsletter templates, and various other graphic and visual projects, as needed by MNACHC.
2. A specific focus for this RFP is infographic design. The ideal graphic design candidate must have expertise concepting and designing infographics to support key data/information.
3. The designer may be asked to gather stock photography for certain projects.
4. Depending on the project, some design concepts provided in the performance of the services must be suitable for printing by a separate contractor.
5. Upon acceptance of each design or concept, the graphic designer will provide MNACHC with a packaged mutually agreed upon design file and MNACHC will retain all intellectual property rights.
6. MNACHC anticipates awarding a contract for services in July 2022.

4. Deliverables

- Satisfy scope of work as outlined above.
- Stay within budget
- Provide detailed accounting of work performed under the terms of the contract



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5. Timetable

June 1, 2022	RFP Issued
July 1, 2022	Proposals Due
July 5 - July 8, 2022	Face-to-Face Visits with Leading Proposers
July 14, 2022	Contract Award
July 20 - October 1, 2022	Contract Period

6. Selection Process

MNACHC staff, MNACHC Committees, and selected MNACHC Board members will review all proposals. In evaluating proposals, staff will consider the responses to the selection criteria outlined in Section 9 of this RFP. In general, the criteria includes, but is not limited to, the following factors: experience working with community non-profit organizations and the healthcare industry, general reputation and experience working on behalf of low-income individuals in both rural and diverse communities. Section 9 of this RFP outlines the evaluation scoring methodology.

7. Travel Budget – Please note that there is no travel budget for this engagement. Should travel become necessary, the agency shall submit a request to MNACHC.

8. Information Required by Respondents

In responding to this RFP, please use the following format. Responses should be no more than fifteen (15) pages in length, plus attachments.

Section 1 | Applicant Information

Provide a point of contact and the name of your organization. Please indicate if you are an independent contractor or a multi-individual or corporate applicant.

Section 2 | Capability Statement



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Provide a statement that demonstrates your (or your organization's) ability to deliver services outlined in #3 (Scope of Services) above. Specifically: demonstrated ability to create accessible graphics for multiple products and user-friendly templates.

Section 3 | Work Samples

Provide an overview and description of relevant past projects and 2-3 examples of prior work with a description of what information was provided by the client to influence the end result.

Section 4 | Staffing Plan & Resumes

Identify the person or persons who will work on the project, their role, and attach their current resume/Curriculum Vitae (CV).

Section 5 | Budget

Proposals shall clearly state all fees and expenses to be charged in the performance of all services:

- a. If based on an hourly rate, provide the hourly rates to be charged for each individual who would be assigned projects and a general description of how billable hours will be allocated among key personnel. Or provide a blended rate for the delivery of all services. Also, please indicate if this hourly amount incorporates any discount from standard rates.
- b. Provide an explanation if fees will be calculated on any other basis (project-based). Itemize the type of expenses (other than fees) for which you would seek reimbursement.
- c. It is anticipated that a maximum not to exceed the amount will be established for these services.

Section 6 | References

Please provide the names of two references for whom you have worked on similar projects. Include the current contact information for each reference.

9. Evaluation Criteria



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Selection Domain	Criteria To earn full points in each domain, applicant must demonstrate:	Points
Capability Statement	Statement that demonstrates your (or your organization's ability to deliver services outlined in #3 (Scope of Services) above. This shall include expertise and experience in developing strategically designed and branded products.	15
Experience & Education	Resumes/CV demonstrates tenure, professional experience and/or education that reflect knowledge and ability in graphic design services.	10
Work Samples	Demonstrate strong design skills that accurately reflect an organization's mission and values as evidenced by sample graphics.	30
Number of Hours	Indicate how many hours of time devoted to MNACHC for this scope.	10
Face-to-Face Meeting	Evaluation of face-to-face meeting with MNACHC staff and Executive Committee	15
Equity Statement	Certified as a Small business, WOB or MOB.	20
	TOTAL	100

10. Proposal Submission

Questions regarding this RFP shall be e-mailed to Sara Bolnick, Director of Communications and Partnerships at sara.bolnick@mnachc.org or Jonathan Watson, CEO, at jonathan.watson@mnachc.org.

Submissions shall be e-mailed to **BOTH**:

Jonathan Watson jonathan.watson@mnachc.org

Sara Bolnick sara.bolnick@mnachc.org



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Subject Line: MNACHC Graphic Design Services RFP

11. Additional Information

Respondents may provide additional information, beyond the 15-page limit, if they feel it will assist MNACHC in the selection process.