

**Pennsylvania Legal Aid Network, Inc.
Request for Proposal**

Design and Production of Annual Reports for FY 2021, FY 2022, and FY 2023

The Pennsylvania Legal Aid Network, Inc. (PLAN, Inc.) is seeking a contractor to assist with the design, content development, and production of digital and print versions of three fiscal year annual reports covering FY 2021, FY 2022, and FY 2023.

Each fiscal year annual report is to be prepared as a printable booklet in PDF format that is suitable for users to view online or download for printing. Actual printing and binding of the report should also be included in this project's scope of work.

This will be the first formal annual report that we've put together in several years. Our goal is to tell the story of PLAN, Inc. and its network of civil legal aid programs. We will describe civil legal aid and explain the importance and impact of our work through written narrative, stock imagery, and data visualization using key stats and figures.

The completed annual report PDF file and accompanying print proof must be delivered to PLAN, Inc. for final inspection and acceptance no later than:

- December 3, 2021 for the FY 2021 annual report,
- December 2, 2022 for the FY 2022 annual report, and
- December 1, 2023 for the FY 2023 annual report.

Applicants should have experience designing and producing high-quality reports with visual appeal and creating infographics and marketing materials for legal aid programs and other nonprofit institutions. In addition, applicants should be able to demonstrate their knowledge of storytelling through graphic design, especially how to tell the story of impact using both narrative and visual formats. Local business and/or minority- and women-owned businesses are especially encouraged to apply.

Proposals are due to PLAN, Inc. by Tuesday, January 19, 2021 at 5 PM.

BACKGROUND

Pennsylvania Legal Aid Network, Inc. (PLAN, Inc.) is a nonprofit corporation exempt from taxes under Section 501(c)(3) of the Internal Revenue Code. PLAN, Inc. is the corporate entity that provides funding, leadership, and support to nine regional and six specialty legal aid programs that comprise the Pennsylvania Legal Aid Network (PLAN).

PLAN is a statewide consortium of civil legal aid member programs that provide civil legal assistance to low-income individuals and families in every county of Pennsylvania. PLAN, Inc. administers the funding, which comes from a variety of federal, state, and local sources, and contracts with its member programs for the provision of services. PLAN, Inc. then monitors performance, coordinates training and technology, and helps to develop new resources for the

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entire network. PLAN, Inc. and its affiliate legal aid member programs have provided vital civil legal services to Pennsylvanians since 1973.

WORK SCOPE

PLAN, Inc. seeks a vendor to design and produce digital and printed versions of its fiscal year annual reports covering FY 2021, FY 2022, and FY 2023. Each report shall include highlights, stock imagery, infographics, and success stories of PLAN, Inc. and its legal aid member programs from that respective fiscal year, as well as detailed information about civil legal aid, PLAN, Inc., and PLAN, Inc.'s financial statements.

The report design must be professional and easy to read, and design elements should have visual appeal and flow throughout the document. Each annual report is to be produced as a "printable booklet" PDF file and downloadable from PLAN Inc.'s website with active hyperlinks. The Annual Report will also be printed in professional 4-color printing and approximately 150 hard copies of the final publication will be distributed.

The selected candidate will work closely with PLAN, Inc.'s Communications Officer to produce the annual reports, with activities beginning in early June 2021. The selected candidate will be responsible for presenting PLAN, Inc. with initial design concepts, which should include samples for both the front cover and spreads. PLAN, Inc. and the designer will follow an agreed upon production timeline that culminates in a print-ready product by December 3, 2021. Please note: Dates and details are subject to change.

PLAN, Inc. will provide the selected candidate with a final list of deliverables and a timeline for the project. PLAN, Inc. will provide all relevant written content, data, and logo files. Both PLAN, Inc. and the selected candidate will work together to source stock imagery. The selected candidate will be responsible for designing and developing a report template that PLAN, Inc. can use for future reports. The selected candidate will also be charged with developing maps, graphs, and infographics that display PLAN, Inc.'s impact data. All design elements should conform with PLAN, Inc.'s existing brand, logo, and colors. The selected candidate will be responsible for contracting for printing services and should allocate money for these services accordingly in their budget.

SUBMISSION INSTRUCTIONS

Applicants must submit the following documents to be considered complete and competitive:

- Section I. Letter of Interest
- Section II. A minimum of three (3) samples of print and/or web-based annual reports that you designed OR five (5) samples of other graphic design projects that you designed and managed

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- Section III. Project Plan, including a timeline and information on how you intend to manage the project (in particular, your communication method for handling the editing, revision, and exchange of content & designs with PLAN)
- Section IV. Budget and budget justification (an all-inclusive fee should be stated for the FY 2021 report, and for each of the subsequent years — FY 2022 and FY 2023 — for which PLAN would have an option to renew the contract)
- Section V. Contact information for a minimum of three (3) professional references to verify services rendered or currently being provided
- Section VI. Personal contact information, including the address and telephone number used by the business
- Section VII. Additional information that may assist in the evaluation of the proposal

Please direct questions to Brianna Bosak at bbosak@palegalaid.net or (717) 503-0665. The deadline for submitting questions is Friday, January 15, 2021 at 5 PM.

All proposals are due to PLAN, Inc. by Tuesday, January 19, 2021 at 5 PM, and should be submitted via email to:

Brianna Bosak
Communications Officer
Pennsylvania Legal Aid Network, Inc.
118 Locust Street
Harrisburg, PA 17101
bbosak@palegalaid.net

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Skill: Relevant experience as demonstrated in the quality of the offeror's examples of graphic design work provided, especially as it pertains to projects of similar scope or nature, along with feedback from references (30 percent),
- Approach: Responsiveness of the proposal, based on the offeror's understanding of the work to be performed (20 percent),
- Capability: Reasonableness of the offeror's ability to perform and complete the work in a professional and timely manner, along with feedback from references (20 percent),
- Costs: Reasonableness of the price, both in total and in view of the expected or assumed level of effort (20 percent), and
- Other Considerations: Local businesses and/or minority- and women-owned businesses (10 percent).