

## REQUEST FOR PROPOSALS

Marketing Materials Designer



### Project Summary

Wake County Smart Start (WCSS) seeks proposals from experienced designers to create a suite of agency-branded marketing materials.

### Project Objectives

- Develop marketing materials for both print and digital use utilizing existing agency logos, color palettes, and style guides.
- Create adaptable template-style materials suitable for various in-house programs.
- Enhance brand identity, awareness, and engagement with the community regarding WCSS's services.

### Background

WCSS is a 501(c)(3) early education nonprofit organization. Smart Start was established in 1993 as a statewide, public/private partnership under the leadership of Governor James B. Hunt, Jr., to “make North Carolina’s schools the best in America.” Governor Hunt identified five goals, the first of which was that “Every child must start school healthy and ready to learn.” Our mission is to build the capacity of families and the community to prepare young children, birth-5 years old, for success in school and in life ahead. WCSS works to improve the quality, accessibility, and affordability of child care, provide preventive health and early intervention services and offer family support services—all delivered as part of a strong, diverse integrated early childhood system.

### Scope of Work

- The selected designer (Vendor) will use WCSS's input and existing style guide to deliver the following marketing materials:

#### Materials Needed:

- (2) Digital Newsletter Headers and 2 sets of sub-headers
- (3) Flyer Designs (8.5x11”)
- (4) social media post templates for various channels
- (1) Postcard Design (5x7”)
- (1) PPT Deck (Title + 8 unique slides)
- Canva Elements
- **Style Requirements**
  - Maintain a consistent look and feel aligned with existing agency branding.
  - Reflect the hope and positivity of our mission, “Preparing children for success in Kindergarten and beyond.”
  - Include three rounds of edits.
  - Approval from agency required.

### Deliverables

All materials should be delivered as follows:

- **Digital Newsletter Headers and Sub-headers:** Digital files
- **Flyer Designs (8.5x11”):** Digital files for both digital and print versions with crops and bleeds

- **Social Media Post Templates:** Digital files for various channels
- **Postcard Design (5x7"):** Print version
- **PPT Deck:** Digital file including Title + 8 unique slides
- **Canva Elements:** 10-15 unique elements integrated into Canva from the materials above

### Proposal Submissions

Submit all proposals to Jennifer MacPherson at [jmacpherson@wakesmartstart.org](mailto:jmacpherson@wakesmartstart.org) by 5pm on August 16, 2024.

Include:

- Overview and background of the firm or individual
- Proposal narrative detailing understanding of the Scope of Work, project vision, and any additional relevant information
- Timeline for completing all work
- Samples of or links to previous design work
- Provide at least two references (current or former clients)
- Sample contract for proposed services
- Line-item budget narrative

For clarifying questions, please contact Jennifer MacPherson at [jmacpherson@wakesmartstart.org](mailto:jmacpherson@wakesmartstart.org)