



25th Anniversary Year and Gala

Thursday, October 20, 2011
6 p.m.

J.W. Marriott
1331 Pennsylvania Avenue, NW
Washington, DC

*Celebrating 25 Years of Working
Toward Equal Justice for All*

March 28, 2011

REQUEST FOR PROPOSAL

Equal Justice Works seeks a graphic designer and/or firm to design and produce print and electronic collateral for our 25th Anniversary Celebration Gala Dinner. The designer should have experience working with nonprofit organizations and be well versed in finding creative solutions to produce quality pieces within a tight budget.

SCOPE

Included in this project are:

- Two full-color save-the-date postcards for print and mailing (one distribution in spring, one distribution in summer)
- Web ready artwork for save-the-date email distribution
Optional—HTML design of e-card
- Promotional banner and artwork for website
- Full-color invitation packet (invite, reply device/envelope, carrier)
- Full-color gala program book (30-40 pages, including placement of press-ready ad artwork)
- Background artwork for dinner Power Point slides
- Possible press checks

The chosen designer will build on the 25th Anniversary brand that has been established, which includes a 25th Anniversary emblem. The designer will be provided with vector logo artwork and a complete style guide. The designer will be expected to present no fewer than three (3) overall concepts and at least two (3) comps for each stage in the project. Equal Justice Works is committed to being precise and thorough in our feedback in order to limit the number editing rounds. Content will be well proofed provided in a timely manner. Additional artwork (ads, photography) will be provided in a press-ready format. The designer will produce final and press-ready artwork to the chosen vendor, as well as manage the press process. The designer will work closely with Equal Justice Works' in-house designer to ensure a smooth and productive workflow for each stage of the project, including press proof review.

ABOUT EQUAL JUSTICE WORKS

For 25 years, [Equal Justice Works](#) has been committed to expanding the practice of public interest law and making legal assistance available to those who need it most. Hundreds of lawyers have started their careers with Equal Justice Works Fellowships, many continuing in the field as leaders and innovators. Today we continue to decrease the justice gap by mobilizing the next generation of lawyers committed to equal justice.

How do we do this? We help law schools establish and strengthen public interest law programs. We provide public service work experience, professional development and training for students and lawyers. We build strong support in the legal profession for public service through pro bono work and financial support. We also work to reduce the educational debt barrier to public service through outreach and advocacy.

The 25th Anniversary Gala will bring together some of the nation's top lawyers, corporate counsels and public interest law leaders, meshed with law school faculty, students and young public interest lawyers. The Gala will recognize the hundreds of Fellows who have made incredible impact in their communities and continue to do so years later. It will also pay homage to past honorees who have influenced the growth of the public interest law and the spirit of pro bono in all avenues of law practice. The materials will need to balance the elegance of a Gala event with the passion for social justice that fuels the public interest law community.

Equal Justice Works has established a reputation for environmentally friendly printing and desires to print on 100% PCW paper and use vendors that are FSC certified. It is also important to use Union print shops when we can. We have had good results using Greenerprinter.com for postcard printing and mailing, which also saves money in the budget to funnel to the invite and program book.

Equal Justice Works uses Adobe Professional Design CS5 on a Mac platform. We have a complete graphic standard guide, which includes information on color use and our house typefaces, ITC Franklin Gothic STD and Sabon LT STD.

PROPOSED TIMELINE FOR DELIVERABLES

- April 6: Proposal due to Equal Justice Works, including portfolio samples or link to online portfolio
- April 13: Bid will be awarded
- April 15: Begin discovery phase, requests for information and materials provided by Equal Justice Works
- April 25: Project concepts due to Equal Justice Works
- April 29: Concept finalized and approved
- May 2: Content provided for first save-the-date card
- May 6: Banner artwork due for website
- May 11: First save-the-date comps due to Equal Justice Works

- May 18: First save-the-date card finalized and approved for print
- May 25: E-card artwork due to Equal Justice Works
- May 31: First save-the-date drops in mail
- June 8: Content provided for second save-the-date card
- June 15: Second save-the-date comps due to Equal Justice Works
- June 22: Second save-the-date card finalized and approved for print
- June 29: E-card artwork due to Equal Justice Works
- July 5: Second save-the-date drops in mail
- July 8: Placeholder content provided for invite
- July 13: Invite comps due to Equal Justice Works
- July 20: Invite comps finalized and approved
- Aug. 8: Updated content provided for invite
- Aug. 11: First draft of invite package due to Equal Justice Works
- Aug 15: Edits to invite back from Equal Justice Works
- Aug 18: Second draft of invite package due to Equal Justice Works
- Aug. 19: Final additions to invite, edits back from Equal Justice Works
- Aug. 23: Invite artwork finalized and approved for print
- Aug. 24: Invite artwork to press
- Sept. 7: Invite dropped in mail
- Sept. 16: Placeholder content for program book from Equal Justice Works
- Sept. 21: Ad artwork from Equal Justice Works
- Sept. 26: Draft of program book due to Equal Justice Works
- Sept. 28: Edits back from Equal Justice Works
- Sept. 30: Final additions to program book
- Oct. 3: Final draft back to Equal Justice Works
- Oct. 5: Program artwork finalized and approved for print
- Oct. 6: Program to press
- Oct. 10: Slide artwork due to Equal Justice Works

PROPOSAL REQUIREMENTS

To be considered for this bid, please send a complete proposal by Wednesday, April 6, 5 p.m. EDT to smahoney@equaljusticeworks.org or mail to:

Sarah Mahoney
 Equal Justice Works
 2120 L St. NW, STE. 450
 Washington, DC 20037

Please include:

- A written proposal that includes information about your company, methodology and success stories (limit 2,000 characters)
- An itemized budget
- 6-10 examples of work that showcase your best work in this genre