



# 2022 Annual Report Design

## REQUEST FOR PROPOSALS

### March 23, 2023

#### I. RFP Overview

##### 1. Objectives of the RFP

The objective of this Request for Proposals (“RFP”) is to facilitate PAI’s evaluation of certain identified, potential, cost-effective, third-party suppliers/service providers for assistance with PAI’s efforts to design a print and digital Annual Report (the “Project”). Please note this will be a single-source award, so all proposals should account for both versions of the Project.

Although PAI currently envisions formalizing a relationship with the Bidder(s) selected as a result of this RFP (the “Bid Process”) and in accordance with this RFP, PAI reserves the right to move forward with the Project, or with any particular Bidder(s) or other third parties whatsoever, entirely at its own discretion, if at all, as it determines to be appropriate. PAI further reserves the right to suspend, postpone, prolong, expand, divide, extend or terminate this RFP and/or the Project, and any dates or deadlines referenced hereunder, at its sole and complete discretion, with or without notice. In such event, PAI will undertake to ensure that each participating Bidder is treated fairly and equitably in the context of the change and overall circumstances.

This RFP is merely a solicitation of proposals to do business. This RFP is not an offer to do business and does not in any way obligate PAI to award a contract. The creation or submission of this RFP and/or the Bid Documents does not in any way bind or require PAI to enter a business relationship of any kind, with any party.

The secondary objective of this RFP is to provide a framework for comparison between Bidders so that PAI may make a fair and accurate assessment to select the best possible Bidder.

##### 2. Bid & Evaluation Criteria

Bids should be submitted in PDF format with a font size no smaller than 10 point. PAI will evaluate all Bid Proposals received using several factors, including:

- Bidder’s experience in parallel industries with similar projects

- Our assessment of the quality and interactivity of Bidder’s print and digital reports
- Our assessment of our ability to work well with respective Bidder
- Bidder’s pricing and presented cost structure
- Bidder’s demonstrated skill with project management
- Our comfort level with each Bidder’s ability to deliver appropriate quality
- Our comfort level with each Bidder’s ability to meet our timelines

### 3. RFP Review & Estimated Schedule

March 23	RFP issued publicly
March 23-28	Question period open to all potential Bidders
March 30 (COB)	All proposals due to PAI
April 3	Finalists selected and informed
April 4-6	Finalists interviews and presentations
April 7	Bidder selected by PAI
April 10	Project launches
June 21	Print Annual Report mails + Digital Annual Report goes live

### 4. Project Budget: \$25,000 (estimated)

**Includes:** Project management, design and production management of print and digital report. Maximizing cost to us is essential. However, if the Bidder strongly believes that increasing this budget slightly (e.g., \$5,000) will provide outsized impact in terms of the visual presentation, we are open to seeing that itemized in your proposal.

## II. Information on PAI

### 1. Overview

PAI envisions a just and equitable world where everyone can fully realize their sexual and reproductive health and rights (SRHR) to achieve health equity, economic well-being and gender equality. Our mission is to advance universal access to SRHR through advocacy, partnerships and funding of changemakers. [www.pai.org](http://www.pai.org)

### 2. What does PAI do?

For nearly 60 years, PAI has been championing the global movement for SRHR. In the United States, we do this by pushing back against harmful U.S. policies and advocating for international family planning and reproductive health to stay at the forefront of U.S. global health funding. Globally, we work with a diverse and expansive network of local SRHR advocates, providing strategic guidance, technical assistance and flexible funding to help them address the needs in their communities and advance health and human rights in their own countries.

For examples of other organizations that operate in the same international SRHR space as PAI, see:

- PSI (<https://www.psi.org/>)
- Center for Reproductive Rights (<https://reproductiverights.org/>)
- International Center for Research on Women (<https://www.icrw.org/>)

- Ipas (<https://www.ipas.org/>)

### III. Information Exclusively about the Annual Report

#### 1. Historical Background

PAI's Annual Report is a key resource in our fundraising efforts and individual donors are the primary audience. The primary purpose of the report is to help explain PAI's work to individual donors and make the case for continued/increased support.

Below are links to PAI's last three annual reports:

- 2021 ([print](#) and [digital](#))
- 2019 ([print](#) and [digital](#))
- 2018 ([print](#) and [digital](#))

#### 2. The 2022 Annual Report

This Annual Report will highlight PAI's work in 2022 using accessible language and visual tools such as photos and graphics to tell the story to individual donors of who we are, where we work, why we do this work and its impact on our global partners and, ultimately, woman and youth everywhere. The scope of this project consists of three elements:

##### a. Print report:

- i. Estimated page count is 16-20 + cover (based on previous reports)
- ii. PAI will facilitate selection of printer. Selected Bidder will manage print production, including developing print specs, creating final press files and reviewing printer's proofs.
- iii. PAI will provide all photos.

##### b. Digital report:

- i. Continuous single scrolling page with some interactive/dynamic features to encourage readers to keep scrolling until the bottom of the page.
- ii. The digital report will live on the [PAI site](#) (hosted on WordPress).
- iii. Must include Google analytics functionality.
- iv. Must be responsive.

### IV. Bidder Proposal Requirements

#### 1. Criteria

Please provide the following information within your proposal, keeping in mind the Bid & Evaluation Criteria outlined in Section I-2 of this RFP:

- Brief overview/history of the company
- Why you think your firm would be a good fit for PAI
- Interpretation of the project
- Description of your process, including regular status reports, and scope of services

- Detailed cost estimate and including any variable costs (if applicable)
- Proposed project timeline and launch date
- Relevant expertise of company as well as brief bios of key personnel who would work with PAI
- 3-5 examples of relevant prior work, including at least one digital project. Option to submit hard copies of print samples, which can be sent to: PAI, Attn: Susan Patterson, 1300 19th Street NW, Suite 200, Washington, DC 20036. Please note that hard copy samples will not be returned.
- 2-3 references with phone numbers and email addresses

## **2. Submission and contact**

This RFP is being released on Thursday, March 23. Proposals should be submitted as PDFs to Susan Patterson, Sr. Manager of Strategic Communications ([spatterson@pai.org](mailto:spatterson@pai.org)) no later **than 5 p.m. eastern time on Thursday, March 30, 2023**. Hard copies of the proposal will not be considered. Applications will be considered on a rolling basis. It is anticipated the announcement of the selected candidate will be made no later than April 7. For questions during the application process, contact [Susan Patterson](#).