



Lafayette Office
600 Jefferson Street, Suite 506
Lafayette, LA 70501

State Headquarters
200 Robert E. Lee Blvd.
New Orleans, LA 70124

www.ProLifeLouisiana.org
TF 1.866.463.5433
Fax 504.835.6522

Request for Proposal: Graphic Designer

Louisiana Right to Life is seeking the services of a graphic designer to produce a variety of marketing materials needed to successfully accomplish its mission. Louisiana Right to Life works through education, legislation, activism and service to restore the right to life by opposing abortion, euthanasia and other life destroying actions. Louisiana Right to Life Educational Committee is a 501(c)(3) charitable organization established in 1970. Learn more at www.ProLifeLouisiana.org

We are currently seeking proposals to establish a negotiated monthly contract for an average of 20 hours per month with a graphic design individual/firm. The overall goal is to engage one or more contractors to design graphic art products including, but not limited to, logos, brochures, fact sheets, flyers, newsletters, advertisements, reports, programs, and graphic items for use on the Web and in social media.

Project Description

- Designer will update existing print materials for our events and programs.
- Designer will be flexible to design and create new graphics. Some photographic images will be provided, and use of stock photos is allowed and encouraged if our images are lacking. Creativity is important.
- Copywriting experience is helpful, though not required. Copy exists for all pieces, but recommendations or suggestions are appreciated.
- Designer should be able to contribute in creative discussion and planning with the organization in order to arrive at the most effective plan for project implementation.
- Designer will ensure a consistent brand image in the design of all of LARTL's visual media.
- Designs must be adaptable for use in print, web and social media, and merchandise (i.e. t-shirts), and designs must be capable of being reproduced in different sizes.

General Requirements

- The designer will work with Louisiana Right to Life staff on design and content specifications and be open to changes and edits to all documents.
- All final print materials, as well as the data files, will be owned by Louisiana Right to Life. LARTL needs the ability to update and maintain files (such as changing date, time, cost, etc.) for future use as needed. Preferred software is Photoshop, InDesign and Illustrator. Please indicate if you use any other programs.
- All artwork will be owned by Louisiana Right to Life, including the ability to use artwork in additional materials.
- Louisiana Right to Life reserves the right to reject any or all bids, to waive or not waive informalities or irregularities in bids or bidding procedures, and to accept or further negotiate cost, terms, or conditions of any bid determined by LARTL to be in our best interests even if not the lowest bid.
- Louisiana Right to Life's main office is in New Orleans, and a local individual or firm is preferred to fill this need. However, the organization is open to reviewing individuals or firms located outside of the area.

Scope of Work

Louisiana Right to Life currently uses a variety of communication tools for development initiatives and events and individual programs, including, but not limited to:

- The Luminary, an 8-page tabloid-sized newsletter currently published three times per year.
- Right to Life Wall Calendar, published yearly.
- Logos, brochures, flyers, postcards (various sizes), posters, T-shirt designs, programs, fact sheets, advertisement designs (including billboards) and reports for individual programs, including, but not limited, to:
 - o PULSE Youth Events and Programs
 - o Louisiana College Students for Life
 - o Life and Leadership Youth Camp Initiative in Other States
 - o Center for Medical Ethics
 - o Louisiana Black Advocates for Life
 - o Advertise for Life
 - o Choose Life License Plate Program
 - o Louisiana Life March
 - o Louisiana State Fair Outreach
 - o 40 Days for Life
 - o Adoption Awareness
 - o Pro-Life Speakers and Presentations
 - o Community Relations/Misc.
 - o General Louisiana Right to Life Branding
 - o Pro-Life Advertisements and Campaigns
- Logos, brochures, flyers, postcards (various sizes), posters, T-shirt designs, programs, fact sheets, advertisement designs (including billboards) and reports for fund-raising events, including:
 - o Chers Bébés: Acadiana's Soirée for Life
 - o Bowties for Babies: A Southern Soirée Benefiting Life
 - o La Vie Jubilee
 - o Proudly Pro-Life Dinner
 - o Dinner for Life
 - o Pro-Life Prayer Breakfasts

Submit Your Proposal

Please submit your proposal in writing by mail or email.

By mail:

Louisiana Right to Life
c/o Sandy Cunningham
200 Robert E. Lee Blvd.
New Orleans, LA 70124

By email:

sandy@prolifelouisiana.org

If you have additional questions, please contact Sandy Cunningham at 504.835.6520.

