



The National Native American Boarding School Healing Coalition

REQUEST FOR PROPOSAL FOR GRAPHICS AND MULTIMEDIA

August 15, 2017

I. INTRODUCTION

NABS is seeking proposals locally and nationally from qualified artists, graphics designers, photographers and videographers to provide graphics and multimedia to include, but not limited to, images, animations, videos, original graphic designs or artwork, and interactive content to be used for NABS' Healing Voices Movement project and ongoing website updates, use on social media pages and print publications.

I. PROJECT AND SCOPE OF SERVICES

NABS is developing the *Healing Voices Movement: Break the Silence, Begin the Healing* a public awareness campaign to promote acknowledgement, advocacy, education, and healing related to the history and ongoing impacts of historical U.S. Indian boarding schools.

NABS has identified two audience segments for the campaign: **(1) Native** and **(2) Non-native**. Both segments have the need for education and awareness. The tone and messaging for the campaign should encompass both the historical trauma impacts of boarding schools, which is critical to messaging of this movement, but also the resiliency and strength of our languages and cultures which empower us with hope for healing.

Cluster of Tone recommendations for messaging





Successful bidders will be expected to begin the process by providing samples of work that could potentially be used by NABS at the start of the assignment for use in the launch of the campaign.

Scope of Services required includes:

1. Provide graphics and multimedia content to NABS to use for its website campaign scheduled to launch in early October and for ongoing use on website and other social platforms and print publications.
 - Graphics and multimedia content should be themed around and represent Native American cultures and tribes.
 - Creative credit will be given to the consultant, however, NABS retains the right to use as appropriate any and all graphics and multimedia content as indicated.
2. Collaboration with NABS staff to focus content on the desired theme.
3. Creation and delivery of detailed implementation plan and schedule.

II. SCHEDULE

The following is a preliminary schedule of planned milestones. Please note that failure to submit requisite documents by the dates and times listed may result in disqualification of your bid. This schedule is subject to change by NABS as needed without notice:

- RFP Issued: **8/15/2017**
- Bids Due: **9/15/2017**
- Award: **8/31–9/21/2017**
- Project Completion: **12/31/2017–12/31/2018**

NABS anticipates that successful bidders will be selected between August 31 – September 21, 2017. Hired artists will work closely with and report to NABS' Staff beginning immediately after awarded the work. NABS anticipates shorter-term projects to be completed by December 31, 2017 with longer-term projects extending into 2018 depending on the scope of project and medium artists are working with.

III. STANDARDS AND QUALIFICATIONS

The successful bidder shall have relevant experience in graphics and multimedia, professional references to verify project experience, experience with nonprofits and Native organizations, cultural knowledge of tribes in Indian Country, and basic historical knowledge of US Boarding School History. Indian preference may be given.

IV. PROPOSAL REQUIREMENTS

At a minimum, proposals must contain the following information. A proposal that does not contain this information shall be deemed non-responsive and is subject to rejection.

1. Identify the bidder's qualifications as an artist, graphics designer, photographer, and/or videographer, et al.
2. Identify experience with nonprofits and Native communities.



3. Provide detailed description of proposed process.
4. Include realistic and detailed timeline for project completion.
5. Include itemized budget for project completion—must include travel costs, if necessary.
6. Provide at least three (3) references.
7. Identify any deviations from this RFP.

V. PROPOSAL SUBMISSION PROCESS:

All proposals will be received via email. No phone calls or snail mail.

Proposals must include (all in PDF format) a resume and cover letter.

E-mail applications to: cmccleave@nabshc.org

Subject Line: Graphics and Multimedia Proposal/YOUR NAME

Proposal deadline is MONDAY, September 15, 2017 at 11:59 p.m., CST

If further information is needed to complete your proposal, please email your questions.

VI. ADDITIONAL INFORMATION

This RFP does not commit NABS to award a contract or pay any costs associated with the preparation and presentation of a proposal. NABS reserves the right to revise the selection process and, in its sole discretion, to accept or reject any or all responses to this RFP. NABS may negotiate with or request additional information from any or all considered bidders. NABS may waive informalities or irregularities in a proposal.

The successful bidder will be required to enter into a written contract with NABS. The successful bidder will be required to carry all appropriate insurance, such as professional liability, errors and omissions and general liability coverages. The successful bidder must not engage in discriminatory conduct.

VII. ABOUT US

Structure

The National Native American Boarding School Healing Coalition (NABS) is a non-profit corporation, incorporated in June 2012 under the laws of the Navajo Nation. The Coalition was formed to discuss and develop a national strategy to focus public attention and foster healing for the wrongs visited upon individuals, families, communities, American Indian and Alaska Native Tribal Nations by the Indian Boarding School policy of the United States.

Mission

The Mission of NABS is to pursue truth, healing, and reconciliation to address ongoing intergenerational trauma from the U.S. Indian Boarding School Policy and to support community led healing.



Organizational Goal

To increase public awareness and to develop health and wellness strategies in the American Indian population that are holistic, community supported, and culturally appropriate toward countering the traumatic intergenerational effects of the boarding school policy.

Current Programs

NABS manages four programs:

1. **Awareness** – Promote awareness of the US Indian Boarding School Era, policies, and history through education and outreach emphasizing truth telling about government and church involvement, the resulting trauma, and the lasting effects of the Boarding School Era and experiences.
2. **Action** – Take action to facilitate, sponsor, or participate in events, workshops, conferences, and to publish, support, or disseminate research and reports that support awareness, healing, and justice of Indian Boarding School survivors and their descendants.
3. **Justice** – Seek justice through pursuit of restitution, reparations, redress, public apology and official acknowledgment from all government and religious institutions involved.
4. **Healing** – Provide opportunities, training, models, and education for community-led, culturally relevant, spiritual, emotional, and psychological healing based on facts and research regarding historical, generational, and complex trauma.