

Request for Proposals



Research Publication Design

Issued: November 18, 2024
Responses Due: December 6 by 5:00 pm ET

Vendors may email questions and responses to the following contact:

Contact information
Samantha Nibali
snibali@ndi.org

National Democratic Institute
455 Massachusetts Ave, NW, 8th Floor
Washington, DC 20001

I. About NDI

The National Democratic Institute (NDI) is a nonprofit, nonpartisan, nongovernmental organization that has supported democratic institutions and practices in every region of the world for more than three decades. NDI receives grants and cooperative agreements to pursue its mission from U.S. Federal agencies, including the U.S. Agency for International Development (USAID) and the Department of State (DOS), as well as grants and service contracts from private and international donors such as the United Nations Development Fund, the U.K. Department for International Development (DFID) and the World Bank, among others.

Since its founding in 1983, NDI and its local partners have worked to establish and strengthen political and civic organizations, safeguard elections and promote citizen participation, openness and accountability in government. NDI works on five continents with political parties, governments, parliaments and civic groups to establish and strengthen democratic institutions and practices. The Institute uses a multinational approach that reinforces the message that while there is no single democratic model, certain core principles are shared by all democracies. That philosophy has been applied in more than 132 countries since NDI's founding. NDI has been a pioneer in the use of technology as an integral component of democratic development. The Institute has helped citizens create and refine tools to advocate, organize and mobilize in ways that encourage governments to be more accountable and create opportunities for citizen-led social and political change.

II. Introduction

The NDI Ukraine research team annually conducts two waves of a major political survey, as well as various thematic surveys, which are presented to donors, a wide range of international and government partners, political parties, and civil society. NDI seeks to engage a designer (individual or firm) who would be familiar with the specifics of working with relevant software and effective visual communication of data to develop a fresh visual style that can be used for future presentations.

III. Scope of Work

- Developing three different presentation templates: two for quantitative research products (in a similar style, with one for the regular survey and another one for other thematic surveys), and one for qualitative research products.

- The presentation should include replicable layouts for the title slide, key findings slide, section headings slide, main data slides (several layouts), and methodology slide.
- The presentation should be suitable for use in Google Slides for easy editing by the research team.
- Developing templates for various data visualization charts and integrating them into the presentation in a way that would allow to effectively communicate the data and conclusions visually.
 - Templates should include graph types such as bar charts, stacked bar charts, line charts and pie charts (bar charts and stacked bar charts in Excel, optionally for other charts). The team will provide all the necessary source materials for the designer to work with.
- Contributing to ad hoc design efforts for specific presentations while the new style is being implemented.
- Travel will **not** be required for this position.

IV. Criteria for Vendor Selection

Vendors who meet the following criteria will be given preference:

- Required criteria
 - Minimum 2 years of design experience
 - Portfolio with professional work and project samples
 - Knowledge of visual formatting in Excel and Google Slides
 - Experience with data visualization
- Desired criteria
 - Experience with other data visualization tools and programs (Datawrapper, Flourish, etc.)
 - Familiarity with the best practices of visualization of the sociological data

V. Proposal Guidelines and Submission Process

Proposals should include the following information:

- Proposal and/or Curriculum Vitae
- Client list, particularly any international, political or non-profit organizations
- Detailed budget containing all costs. Proposals may be priced by day, hour or by deliverable. Different rates may be given for different services and/or different team roles.
- A portfolio of past work
- If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. NDI will not refuse a

proposal based upon the use of subcontractors, however, NDI retains the right to refuse the subcontractors selected by a vendor.

All final proposals should be submitted via email to contact information (same as above) at the National Democratic Institute by **5:00 pm ET on December 6, 2024**.

Early submissions are welcome and appreciated. NDI will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed tool requirements. NDI may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. NDI also reserves the right to consider bids for modification at any time before an award is made. NDI will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award. Please note that selected vendor(s) would be expected to use NDI's standard contract template, a copy of which is available upon request.