



## REQUEST FOR QUALIFICATIONS

### PUBLICATION PROJECT PARTNER

#### Purpose

The Bush Foundation is seeking a partner to help produce and publish an annual mailer which serves as a type of annual report, bringing awareness about our grantmaking and opportunities in the region.

#### About us

The Bush Foundation works to inspire and support creative problem solving—within and across sectors—to make our region better for everyone. To do this, we invest in great ideas and the people who power them in Minnesota, North Dakota, South Dakota and the 23 Native nations that share the same geography. Learn more at [bushfoundation.org](https://bushfoundation.org).

#### Project background

Communications is core to our organizational strategy. We share the grantmaking opportunities we support so others can understand what we do and if they are a fit for our programs.

We also believe that communications is core to our ability to have an impact greater than just the work we directly fund. We amplify the stories of grantees and Fellows and the amazing work that they are doing. We share what we're learning. And we help spread great ideas around the region.

One of the ways that we do all of that is to produce an annual printed piece that we call a mailer and is a collection of the stories and work we have been doing throughout the year. We mail it out to nearly 10,000 people and organizations throughout our region.

#### Scope of work

We are seeking a partner with experience in creative and graphic design and strong project management skills. Work will include designing, editing, proofing, printing and mailing the annual mailer. It may also include consultation on photography and other art direction. We expect to keep the current specs but there is room to update the design and layout, as well as distribution. If you do not have in-house print and mail distribution, you may work with an external vendor.

We anticipate a production period starting late May through August with printing and mailing occurring in September or October.

We are generally pleased with our current mailer and project partner, and we are open to exploring fresh ideas around the design and distribution of it. We open up this opportunity periodically to others as part of our open process. This contract will be for the 2025 mailer with the potential for work on future mailers.

We are suggesting a budget of \$8,000 - \$12,000 which will be finalized with the selected provider.

## Submission requirements

Materials should not exceed three pages. Please include the following:

- Experience doing this work and examples of similar work.
- Overview and experience of the people who work on this project.
- Information about your work or organization and your approach to work.
- Contact information for three references who can speak to your experience with similar work.
- Details on how you generally structure your services and fees.

## Review considerations

We are seeking a consultant based in Minnesota, North Dakota, South Dakota or the 23 Native nations that share that geography. Staff will use the following to assess proposals:

- Relevant experience designing and producing creative print materials for broad audiences.
- Experience working collaboratively and flexibly with clients, both following and leading direction in close partnership.
- Ability to project manage and meet deadlines.
- Ability to proactively communicate project details and problem-solve.
- Alignment with our [operating values](#).

## How to submit

Please send your submission and a completed [vendor demographic form](#) to Amy Anderson at [aanderson@bushfoundation.org](mailto:aanderson@bushfoundation.org) by noon CST on Thursday, April 10, 2025. Please include "Mailer RFQ" in the subject line.

Questions about this RFQ can be sent to Tammy Nolen at [tnolen@bushfoundation.org](mailto:tnolen@bushfoundation.org).

## Selection and timing

We will notify all applicants if they are moving forward by Friday, April 25, 2025. For those that move forward, we will conduct interviews and may contact references as well.

We anticipate making our decision by May 5, 2025.