



Request for Proposal:
Graphic Design State of Poverty in Ohio Report

Date: 9/24/2026

Contact: Kathryn Clausen, Communications Director
Ohio Association of Community Action Agencies
kathryn@oacaa.org

Respond By: 10/16/2026 at 5:00 PM ET

Re: Graphic design of annual State of Poverty in Ohio Report

Overview

The Ohio Association of Community Action Agencies (OACAA) is the statewide membership organization representing Ohio's 48 Community Action Agencies, which collectively serve all 88 counties. Community Action Agencies deliver critical services that address the causes and conditions of poverty, including energy assistance, housing, early childhood education, workforce development, and other human services. OACAA serves as a convener, advocate, and capacity-building organization for this network, working closely with state and federal partners to align policy, funding, and program implementation. Through this role, OACAA represents the collective interests of its members and advances strategies to strengthen the impact of Community Action across Ohio.

1. Project Purpose

OACAA is seeking proposals from qualified graphic designers or design firms to provide creative and production services for the 2027 State of Poverty in Ohio Report. The annual report is an important resource that presents statewide and county-level data, trends, and insights related to poverty and the state's economic well-being. The report is used by policymakers, community leaders, nonprofit organizations, advocates, funders, and other stakeholders to better understand poverty's impact on Ohio communities.

The selected designer must be able to translate the complex data provided by our third-party research group into a visually compelling, accessible, and easy-to-understand publication. The selected contractor will work collaboratively with OACAA staff and project partners to develop the report's overall visual identity, layout, infographics, and final production files.

2. Samples: For samples of previously released reports, visit our website at <https://oacaa.org/publications-resources/> and click on the State of Poverty Reports tab.

3. Scope of Work

The selected vendor will participate in planning meetings throughout the development of the report and collaborate with staff and researchers about the data findings and intended message.

- Participate in up to 10 virtual or in-person project meetings throughout the development.
- Collaborate with staff to understand the project goals, key messages, audience needs, and data findings.
- Provide professional recommendations and creative input regarding visual presentation, accessibility, readability, and user experience.
- Develop and create overall design concept and visual style for the report, including page layouts, images, and infographics that effectively communicate data findings and narrative content.
- Incorporate revisions as requested throughout the review process.
- Prepare and deliver all final report files for both digital distribution and professional printing, including ADA compliant PDF and print-ready files per specifications to be determined by third-party vendor. Prepare graphics from the report for use in member social media toolkit.

4. Deliverables

OACAA maintains ownership of the final document, files, and graphics.

- Develop and create overall design concept and visual style for the report, including page layouts, images, and infographics that effectively communicate the data findings and narrative content
- Prepare and deliver all final report files for both digital distribution and professional third-party printing, including ADA compliant PDF and print-ready files per printer specification
- Prepare graphics from the report for use in member social medial toolkit and other promotional materials

5. Rights: OACAA maintains the rights to reproduce files as deemed necessary for project goals and distribution.

6. Timeline

This project is expected to be completed no later than April 16, 2027. OACAA reserves the right to modify the projected timeline as needed.

<u>Milestone</u>	<u>Approximate Timeline</u>
Contractor Selection	November 2026
Project Kickoff	December 2026
Initial design concepts	January 2027
Content and Data provided	February 2027
Draft report design submission	March 2027
Review and revisions	March 2027-April 2027
Final design approval	Mid-April 2027
Final files delivered	April 16, 2027
Final printing and press conference	May 4, 2027

7. Budget

The total budget is expected to be under \$3500. Include a clear cost structure.

8. Proposal Requirements

Proposals should include:

- Portfolio or samples of relevant work completed. Work with nonprofit organizations a plus but not required.
- Name of all point of contact staff, and a general summary project team qualifications.
- Pricing and fee structure. Ensure all fees and charges expected to be incurred during the project are included.
- At least two (2) professional references.

9. Submission Information

Deadline: Friday, October 16 at 5:00 PM ET

Submit to: Kathryn Clausen, Communications Director via email at kathryn@oacaa.org

10. Additional Information

Proposals will be evaluated based on work samples, experience, budget, payment terms, and references. The winning vendor will be notified when a selection has been made. OACAA may:

- reject proposals
- request additional information
- modify scope of work during negotiations