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**CALL FOR PROPOSALS FOR COMMUNICATIONS VENDOR**

Opening Date: June 10, 2022

Closing Date: July 15, 2022 at 11:59pm ET

Submissions: Proposals should be sent to [communications@nfala.com](mailto:communications@nfala.com) by the closing date

**ORGANIZATION OVERVIEW**

NFALA was started in 2012 when several Filipino American attorneys met in Washington, D.C. at the annual convention of the National Asian Pacific American Bar Association (NAPABA). At that meeting, the group committed to the creation of an all-inclusive attorney organization whose mission was to unite the Filipino American community, help its members succeed in the legal profession and their various industries, and advocate for Filipino American interests. This endeavor was originally called "Project Momentum" and later renamed the National Filipino­ American Lawyers Association. Today, NFALA is the national voice for the Filipino American legal profession. NFALA advocates for justice, civil rights, and equal opportunity for the Filipino American community and cultivates high standards of integrity and professionalism among its members and strives for the advancement and success of Filipino Americans within the profession.

**BACKGROUND AND OBJECTIVE**

NFALA seeks proposals from vendors who can provide graphic design and social media/ website management services. NFALA has identified challenges related to the creation, design, branding, and management of content across its communications channels. Accordingly, NFALA seeks a vendor who can provide the following services:

1. Graphic Design and Branding Services
   1. Creating professional digital content, including:
      1. Social media posts
      2. Graphics for event invitations
      3. Webinar designs
      4. Logo design
      5. Promotional graphics
      6. Sponsor ads
      7. Email banners
      8. Digital newsletters
   2. Creating professional designs for print, including:
      1. Program booklets
      2. Event invitations
      3. Business cards
      4. Brochures
      5. Mailers and postcards
      6. Posters and flyers
      7. Print ads
      8. Signage
      9. Trade-show/ event banners
      10. T-shirt design
2. Social Media Management
   1. Management and strategy development for social media engagement, including:
      1. Scheduling posts across all platforms
      2. Ensuring brand consistency across all platforms
      3. Developing and monitoring engagement with NFALA members and the public
      4. Streamlining responses to messages and inquiries across all platforms
      5. Regular reporting of data analytics for all platforms
      6. Content creation and copywriting
      7. Content boosts and ad management
      8. Consultation on digital communications strategy
   2. Examples of content for social media:
      1. Member updates and spotlights (including awards and recognitions)
      2. NFALA news
      3. Affiliate news
      4. NFALA Community Partnerships and Programs
      5. Event countdowns
      6. Sponsor and donor highlights
      7. Branded content recognizing pertinent holidays/ themes (e.g., Pride Month, Asian Pacific American Heritage Month, etc.)
   3. Expected deliverables would include:
      1. At least 4 branded social media posts per month across all platforms
      2. Curated and executed communications plan for NFALA events
      3. Monthly newsletters
      4. Monthly reporting of data analytics for all platforms

**PROPOSAL SUBMISSION INSTRUCTIONS**

Proposals must be submitted to [communications@nfala.com](mailto:communications@nfala.com) by July 15, 2022 on or before 11:59pm ET in one document and consist of the following:

* Portfolio of work
* Background of likely members of your team
* Services offered
* Expected turn-around for deliverables (e.g., how long it would take to turn around a request for social media graphics)
* Pricing options/ structure