



# RFP for Design Services and Project Implementation

Medical Teams International, March 2020

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## COMPANY OVERVIEW

Founded in 1979, Medical Teams International provides life-saving medical care for people in crisis, such as survivors of natural disasters, refugees, and vulnerable populations lacking access to care. We care for the whole person – physical, emotional, social and spiritual. Daring to love like Jesus, we serve all people – regardless of religion, nationality, sex or race. Because every person – no matter where they are or how desperate their situation – matters.

Based in Portland, Oregon, Medical Teams currently operates in seven countries. Our marketing team focuses on communicating about our programs, engaging donors, promoting events and raising funds.

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## GOAL OF THIS RFP

Medical Teams International is expanding its efforts by 2024 with the following goals:

- 1) Triple our capacity to respond to sudden-onset disasters
- 2) Triple the number of refugees and displaced people served
- 3) Triple the number of vulnerable people served in the U.S.

As part of this Triple Triple Triple project, Medical Teams is in the process of remodeling our U.S. offices to increase staff capacity and collaboration, create design and brand uniformity, and tell our brand story through creative office design. Medical Teams hired group Link2Lift in 2018 to implement a new office space layout and furniture redesign. This RFP is for an agency who will concept and implement a design for telling our brand story in our office environments, using brand visuals and other creative media.

Our brand story centers around our international and domestic programs and the “story of one” – i.e. individuals who have successfully benefitted from our programs. To learn more about our brand, please refer our website [www.medicalteams.org](http://www.medicalteams.org).

Our main goal for this project is visually tell our brand story in our U.S. office environments in a way that is engaging, brand-accurate and inspirational. We want the brand to be clearly and powerfully conveyed through elements of interior design and other creative media. The end-result of this project will represent our brand well professionally and experientially for the long-term.

This design implementation will occur in our headquarters in Portland, OR and our office in Seattle, WA.

The selected agency will support in three key areas:

### **BRAND STORYTELLING THROUGH DESIGN**

This RFP serves to identify an agency, working closely with the marketing and communications and building transformation teams, to build our brand story in our offices in Portland, OR and Seattle, WA. The ideal agency partner will be located in the Portland, OR or Seattle, WA metro areas.

The ideal partner will have experience building a nonprofit or related organization's brand story through office design, will be one that shares our values, and one that has experience with both design concepting and project implementation and installation. The agency will build a concept for brand story implementation in the office – to include creative elements such as brand photography, colors, language, and media formats. The concept will include building entrance, lobby, and art concepting design for all office interiors.

### **DESIGN BUILD AND INSTALLATION**

We are looking for a partner who can take the concept from start to finish – designating agency team members who will manage the project and produce the interior design elements. This agency partner will be responsible for producing and installing all decided-upon design implements within the designated budget and project timeline.

### **CO-BRANDING WORKSHOP: SHARED SEATTLE OFFICE**

Starting in January 2020, Medical Teams moved its Washington office from Redmond to downtown Seattle to a shared space with local nonprofit Agros. Prior to establishing a brand story design concept for the Seattle office, this agency will lead a co-branding workshop with Agros in Seattle to determine how to bring the Medical Teams brand to life in Seattle in a way that honors both brands.

### **BUDGET/TIMELINE**

\$100,000 max budget inclusive of all costs (concept, design, production, project management and installation.) Construction and major installs will be complete by June 30, 2020. Please include a timeline that includes initial discovery and planning to be complete by April 30, 2020.

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## SCOPE OF WORK

### **Phase 1 (Goal to complete within 30 days of contract award)**

- Design concept for brand storytelling in Portland, OR and Seattle, WA offices
- Planning and facilitation of co-branding workshop in Seattle with Agros International

### **Phase 2 (Goal to complete within 45 days of contract award)**

- Price evaluation of elements proposed in design concept – including artwork, creative installations, wall mounts, wall decals, brand color implements, etc.
- Project timeline established

### **Phase 3 (Complete in 90 – 180 days)**

- Project management by agency team – from design concepting through to project installation and implementation
- Timeline to include completing areas deemed as priority installations by June 30, 2020, with additional installations in subsequent months, as needed.

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## PROJECT PARAMETERS

For this project, the design concept and install will not include office furniture, desks, etc. The parameters are specific to brand storytelling implementation through art and other creative media/fabrication/technology and to create integration with the already determined furniture elements.

Our building spaces vary in size and capacity. Below is an outline of our building space by location:

### **Portland Office**

Square footage: First floor office: 12,515 sq. ft., second floor office: 12,842 sq. ft.

### **Seattle Office (cohabited with Agros International)**

Square footage: 7,314 sq. ft.

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## REQUIREMENTS

- Experience creating nonprofit or related brand interior design concepts
- Various, creative ideas for how to tell a nonprofit brand story in the office environment in an engaging and inspirational manner
- Knowledge of different building materials and creative design implements that may be used in a design concept
- Ability to understand the brand and build a concept that accurately reflects it

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- Capacity to manage the project from start to finish – from concept design to co-branding to project implementation and install
- Flexibility and creativity in agency approach to the project
- Ability to execute the brand story with high brand consistency and accuracy
- Thorough review and understanding of the Medical Teams brand through review of our Brand Guide and assets

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## PROPOSAL TIMELINE

- Monday, March 30: RFP Issued
- Friday, April 3: Bidder intent to submit RFP to [info@medicalteams.org](mailto:info@medicalteams.org)
- Tuesday, April 7 – Bidder’s virtual walkthrough (Outlook meeting). Bidders can request on-site visit for this same date at [info@medicalteams.org](mailto:info@medicalteams.org)
- Wednesday, April 8: Questions about RFP due to [info@medicalteams.org](mailto:info@medicalteams.org)
- Thursday, April 9: Medical Teams answers bidder questions
- Monday, April 13: Proposals due to [info@medicalteams.org](mailto:info@medicalteams.org) by 5:00 p.m. PST
- Thursday, April 16: Finalist interviews
- Friday, April 17: RFP awarded
- Week of April 20: Contract development. Medical Teams to provide brand guide.
- April 27: Agency engagement begins

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## SUBMISSION REQUIREMENTS

After reading and assessing the requirements set forth in this RFP, any Bidder wishing to submit a proposal for the opportunity to provide design services must prepare a clear, concise, and comprehensive proposal. The proposal must be on company letterhead and bear the signature, name and title of an authorized officer of the company.

Each proposal must (a) specifically address each item of the proposed scope and requirements, (b) including as attachments all additional information and supporting materials necessary to fully respond to each item, and (c) include a price for each portion of the work so that Buyer has the option of removing any item without affecting the overall proposal. Pricing should be scalable within the budget ranges specified.

The proposal should follow the structure specified in this RFP and should not exceed 20 pages in length, not including any specified attachments or addenda. Bidder’s response must state that (a) all furnished information, including prices, will remain valid and applicable through September 30, 2020, with the desire to renew through implementation period, or such other date as may be set forth in the final contract.

In addition to the other elements specified in this RFP, Bidder must address each of the following:

- Examples of similar projects completed by Bidder
- Detail entire team structure, including day-to-day points of lead
- Client references (including name, title, organization, relationship to Bidder, phone and email)
- Current and past related clients
- Project timeline with major tasks and milestones
- Plan for design concept and project approach
- Design services estimate

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## SELECTION PROCESS

Buyer will review all submitted proposals and may make a decision based on those initial proposals. Buyer may also request interviews, pitches, or adjustments to proposals before making a final determination. Buyer anticipates that an announcement of Buyer's decision, which may be a notice of intent to award the contract or a notice that no contract will be awarded based on this RFP process, will be issued by Friday, April 17, 2020.