Request for Proposals

Re: NTDC Graphic Design Services (January–September 2027)

Project Overview

Who is Spaulding for Children

Spaulding for Children is a private, nonprofit child welfare agency established in 1968 and one of the first agencies in the country to specialize in finding and preparing adoptive families for children with disabilities and other challenges.

Spaulding's Mission

In partnership with families, communities, organizations, states and the nation, Spaulding for Children's mission is to assure that all children grow up in safe, permanent families and have the help they need to be successful in life.

Background

The National Training and Development Curriculum (NTDC) is a comprehensive, no-cost curriculum designed to prepare and support prospective foster, adoptive, and kinship caregivers. Led by Spaulding for Children with funding from the Children's Bureau, NTDC includes classroom-based training, Right-Time Training, self-assessment resources, and tools that support caregiver preparation and ongoing learning.

The NTDC continuation project seeks to sustain and expand implementation nationwide, enhance accessibility and curriculum resources, and support the goals of the A Home for Every Child initiative. The 2026/2027 work plan includes development of a Workforce Toolkit, an Implementation Guide illustrating applications of NTDC across the caregiver journey, updates to curriculum materials, and expanded outreach and dissemination.

Graphic design services will help ensure these materials are clear, accessible, visually consistent, and practical for use by child welfare professionals, facilitators, agencies, and families.

Scope of Work

Spaulding for Children seeks a qualified graphic designer, design consultant, or agency to provide design, layout, and production support for NTDC resources from January 1 through September 29, 2027. The selected vendor will work with the NTDC Project Team using established NTDC branding and project-approved content. Specific tasks will include:

- Design and format an NTDC Workforce Toolkit, anticipated for June 2027, including page layouts, visual hierarchy, tables, graphics, and reusable templates as appropriate. The NTDC Project Team will provide substantive content and review.
- Design and format an NTDC Implementation Guide supporting A Home for Every Child, including visuals that illustrate how NTDC components can be used in recruitment,

preparation, assessment, placement, and ongoing caregiver support. Support draft iterations and final production, anticipated by September 2027.

- Develop selected social media graphics and reusable visual templates for LinkedIn and related NTDC outreach, in coordination with the NTDC social media consultant or project staff. This work is graphic design support, not responsibility for overall social media strategy, account management, or posting.
- Update the design and formatting of existing NTDC curriculum materials as requested, including revisions to layouts, graphics, charts, handouts, and related facilitator or participant resources while maintaining consistency with the current curriculum.
- Prepare accessible digital materials using readable typography, sufficient color contrast, logical document structure, and other applicable accessibility practices. Coordinate with the NTDC Project Team on accessibility requirements for final files.
- Provide editable source files and publication-ready deliverables in agreed formats, along with any original graphic assets, templates, and usage information needed for future NTDC updates.
- Participate in planning and review meetings; develop a production schedule with milestones and revision rounds; coordinate with NTDC staff and other vendors as needed; and incorporate consolidated feedback.

The NTDC Project Team will provide or coordinate program content and subject-matter review. All public-facing designs and materials must be submitted for NTDC Project Team review and any required Children's Bureau approval before release. The vendor should allow sufficient time for review and revisions in the production schedule. The proposal should specify the anticipated number of design concepts and revision rounds for each major deliverable.

Project Budget

The total project budget shall not exceed $30,000 for January through September 2027. Proposals should include hourly rates or fixed fees, estimated level of effort, and a task-based budget covering the Workforce Toolkit, Implementation Guide, social media design elements, curriculum material updates, coordination, revisions, and final file preparation.

Project Timeline

Work is expected to begin in January 2027 and conclude by September 29, 2027. The selected vendor will establish a detailed production schedule with Spaulding for Children. Anticipated milestones include:

- January–March 2027: Kickoff, review of NTDC design standards and existing materials, design planning, and initial layouts as content becomes available.
- April–June 2027: Workforce Toolkit design and production, with completion targeted for June; ongoing curriculum updates and selected social media graphics.
- July–September 2027: Implementation Guide revisions and final production, continued requested design support, delivery of editable source files, and project closeout by September 29.

The schedule and volume of design work will depend on the availability of approved content and project priorities. The work plan identifies June 2027 for the Workforce Toolkit and September 2027 for the finalized Implementation Guide; specific draft deadlines will be established with the selected vendor.

Submission Requirements

Proposals are due by December 11. Submissions must include:

- A proposed approach, deliverables, and timeline for completing the scope of work by September 29, 2027.
- A detailed budget not exceeding $30,000, including rates or fixed fees and estimated effort by major task.
- Examples of relevant toolkits, guides, training materials, accessible documents, and social media graphics.
- Qualifications and relevant experience of the proposed consultant or team, including resume(s) or organizational background.
- A description of the design review process, anticipated revision rounds, accessibility approach, and editable files to be provided.

Questions about this opportunity should be directed to: Sarah Horton Bobo at sbobo@spaudling.org

Submissions should be sent to: sbobo@spaulding.org