Request for Quotes (RFQ)

Graphic Designer Contractor

Graphic Design Support for Public Health Systems Strengthening Initiative

State Transformation

Programs

Date Issued: November 5, 2026

Date Response Due: November 13, 12:00 pm EDT

CDC FOUNDATION CONTACT

Sarah Borah

Project Manager

sborah@cdcfoundation.org

PURPOSE

Through this Request for Quotes (RFQ), the CDC Foundation seeks to engage an experienced Graphic Designer with demonstrated expertise in translating complex strategic initiatives into clear, visually compelling roadmap graphics and high-level communications products to develop the design for a public health systems transformation roadmap, implementation plan report, and PowerPoint slide deck that can be used for briefing and awareness purposes.

BACKGROUND AND NEED

CDC Foundation, in collaboration with partners, is embarking on a systems strengthening initiative to co-develop a clear and actionable roadmap for the future governmental public health system. The goal of this project is to reimagine how state and local governmental public health system is organized, functions, and delivers impact to support prioritized health outcomes and to co-develop a roadmap and implementation plan to get there.

SERVICES REQUIRED

The CDC Foundation seeks proposals from Contractors/Contracting entities with demonstrated expertise in graphic design, information design, and visual communications, particularly the ability to translate complex strategies into clear, engaging visual products. The contractor will work closely with and be responsible to CDC Foundation staff in fulfilling the requirements of this RFQ.

This project is structured into three major deliverables:

Deliverable 1: Roadmap Design

The selected Graphic Designer will work closely with CDC Foundation staff and project partners to develop visually compelling roadmap images that communicate a complex public health system's transformation effort. The roadmap will translate technical content, implementation strategies and phased activities into a clear visual format that is both visually engaging and easily understood by diverse audiences. The resulting product must present complex information in a format that is effective as a key communication and decision-support tool for the implementation of the initiative. This may include up to 2 separate images.

Services to be provided
1. Review background materials and participate in project meetings to gain an understanding of the initiative's goals, approach, and stakeholders.
2. Collaborate with CDC Foundation staff and project partners to identify key concepts, milestones, and messages requiring visual representation.
3. Create initial roadmap drafts which includes both narrative and visual depictions and incorporate stakeholder feedback through iterative revisions.
4. Deliver a polished final roadmap

Deliverable 2 and 3: Document/Presentation Design

The selected Graphic Designer will assist with the development of professional, polished, and presentation-ready materials for leadership and stakeholders. Materials should align with the visual style and messaging established through the roadmap and maintain a consistent look and feel across all project deliverables.

The selected Graphic Designer will work in partnership with the CDC Foundation and project stakeholders to provide design and formatting services for two deliverables: (1) an implementation plan report of approximately 20-40 pages, excluding appendices, and (2) a leadership briefing deck. The Graphic Designer will be responsible for ensuring that both products are visually polished, professionally formatted, and consistent in presentation and content.

Services to be provided
1. Work alongside CDC Foundation and project partners to understand the design needs of the implementation plan report and leadership briefing deck.
2. Create a draft design of the implementation plan report and leadership briefing deck to share for feedback and review
3. Create a final designed version of the implementation plan report and leadership briefing deck incorporating feedback from the draft's review for final approval

Engagement with CDC Foundation project staff:

1. Project meetings: The Contractor shall attend meetings with the CDC Foundation project staff as needed by the needs of the project to review work conducted to date, upcoming tasks and timelines.

Deliverables Schedule

Task	Deliverable	Date Due*
Roadmap - visual graphics and document formatting	Draft roadmap Final roadmap	December 4, 2026 December 20, 2026
Implementation Plan Report	Draft implementation plan design Final designed implementation plan	January 29, 2027 February 19, 2027

Leadership Briefing Deck	Draft Leadership briefing deck Final briefing deck	February 10, 2027 February 22, 2027

PAYMENT:

CDC Foundation will pay the consultant a fee not to exceed a Maximum Payable Amount (MPA) or ceiling price. The MPA will be based on the fee proposed and will be negotiated as part of the resulting contract. The selected consultant will enter into a fee-for-service contract with the CDC Foundation to complete the deliverable(s) specified in the Scope of Work and outlined below:

December 20 Roadmap
February 19 Implementation Plan Report
February 22 Leadership Briefing Deck

Based on the proposed deliverables, provide a budget for completing the work. Financial quotes for all submissions should not exceed $20,000

ELIGIBLITY CRITERA

The prospective contractor must meet the following criteria to be eligible to apply:

- Eligible to work in the United States
- Demonstrated experience creating strategic roadmaps/process maps/implementation frameworks and executive communication materials for complex initiatives.

SELECTION CRITERIA:

Submissions will be evaluated on vendors' qualifications, expertise, and reasonableness of cost – including the Contractor extent to which applicants demonstrate the following:

- Strong portfolio examples demonstrating roadmap design, process visualization, implementation frameworks, strategy maps, or similar information design products.
- Ability to synthesize large volumes of technical and stakeholder input into clear visual communications.
- Ability to work in close collaboration with diverse professional and subject matter experts and to interact productively in a teamwork environment.
- Ability to translate feedback and input into actionable design.
- Ability to work in a fast-paced environment with multiple priorities and meet strict deadlines.
- Proven experience creating presentation materials for professional audiences and cleanly designed professional reports

- Proven ability to function in a team environment and to deal with a complex multi-stakeholder environment.

SUBMISSION REQUIREMENTS

The following must be submitted electronically as a PDF format attachment via email to Sarah Borah at the CDC Foundation, sborah@cdcfoundation.org by Friday, November 13 by 12:00pm EDT. There is a limit of **6 pages** for the submission requirements.

a) **Expression of Interest Letter (EIO).** The EOI should include a brief introduction and interest in the project; a description of your approach design and synthesizing materials. (limit: 1 page).

b) **Background and Experience Statement.** This should include examples of at least three relevant products you have designed including a description of design approach and experience with similar projects or initiatives with demonstrated ability to meet the selection criteria. (limit: 4 pages).

c) **Financial Quote.** Estimated cost and rate structure for completion of both deliverables in indicated timeframe. (limit: 1 page).

Notification of award will be contingent on funding approval and is expected to occur by November 18.

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