11/5/26

Request for Proposals

Minnesota Continuum of Housing: Concept Development and Redesign

Project Overview

Minnesota Housing Partnership (MHP) seeks a creative designer to reimagine our Minnesota Continuum of Housing report and develop a set of engaging, visually compelling educational materials.

The goal is to transform the existing information into accessible, primarily infographic-driven resources that help state policymakers and other audiences understand Minnesota's housing needs, challenges, and potential solutions.

MHP has ideas for a new direction and is looking for a designer who can help translate those ideas into effective visual communications. The project will involve an initial in-person brainstorming session, followed by design development and check-ins with MHP staff.

Scope of Work

1. Initial Brainstorming and Concept Development

- Review the existing Minnesota Continuum of Housing report and relevant background materials.
- Participate in one two-hour, in-person brainstorming session with MHP staff to explore ideas, organize information, and establish a creative direction.
- Develop an initial design concept based on that discussion.

2. Design and Refinement

- Develop layouts, infographics, and other visual elements that communicate complex housing information clearly and effectively.
- Participate in approximately three design check-ins with MHP staff to review progress, gather feedback, and refine materials.
- Incorporate staff feedback into final designs.
- Ensure all materials align with MHP's brand guidelines, including typography, colors, and overall visual identity, while bringing fresh, creative approaches to the design.

MHP will provide the underlying research, data, and key information, with the designer helping to organize and present that content visually.

3. Final Materials

- **Primary policymaker handout:** A 2–4-page resource designed to educate state policymakers about Minnesota's housing continuum. The piece should be primarily infographic-driven, with short supporting paragraphs and explanatory text as needed.
- **Supplemental handouts:** One or two 1–2-page resources using similar information and design elements for related educational purposes.
- **Formats:** All materials should be designed for both print and digital distribution.

Deliverables

- Initial design concept.
- Final 2–4-page policymaker handout.
- One or two supplemental 1–2-page handouts.
- Print-ready and digital PDFs of all materials.
- Packaged, editable design files, including linked graphics and other necessary assets.

Desired Qualifications

MHP is looking for a designer who brings creativity, strong visual storytelling skills, and an ability to make complex information understandable and engaging.

Experience with infographic design, data visualization, and nonprofit, public policy, or research communications is preferred. The designer should be comfortable collaborating with staff to develop ideas and creative approaches, rather than working from a fully developed design brief.

The designer must be available for an in-person brainstorming session with MHP staff in the Minneapolis–St. Paul area.

Timeline

- **November 2026:** Initial brainstorming session and design concept development.
- **November–December 2026:** Design development and approximately three check-ins with MHP staff.
- **December 18, 2026:** Final materials delivered.

The selected designer must be available to meet this deadline.

Proposal Requirements

Interested designers should provide:

- A brief description of their approach to the project, including collaborative concept development and visual storytelling.
- Examples of relevant design work, particularly infographics or data-driven communications.
- Availability for the initial in-person session and the December 18 deadline.

- A project cost estimate covering concept development, meetings, design, revisions, and final production files.
- An anticipated project schedule.

Submission and Review

Proposals will be accepted on a rolling basis, with review beginning **Friday, November 13, 2026**. Interested designers are encouraged to submit proposals as soon as possible. Selection may occur before a formal closing date.

Please submit proposals to:

Jenny Jones
Director of Communications
Minnesota Housing Partnership
jenny.jones@mhponline.org