

ISSUED BY

Black Cultural Zone CDC

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www.blackculturalzone.org

REQUEST FOR PROPOSAL

Issued: Spring 2026
Deadline: Rolling Review

RE: Packaging & Design Specialist (Subject Matter Expert - SME)

1. PROJECT OVERVIEW

The **Centers of Excellence Network Foundation** is seeking an elite **Packaging & Design Specialist (SME)** to serve as the visual architect for our **Strategic Collaboration Ecosystem**. This role supports the **Black Cultural Zone CDC** (our operational Strategic Management Services hub) and its network of programmatic corporations in scaling a **\$2.0B+** community-led ecosystem.

The Foundation serves as the **System Architect**, providing strategic oversight and fiduciary control. This role ensures that our **"Head"** (technical precision) and **"Soul"** (community trust) are reflected in world-class visual storytelling, ensuring every proposal reflects the institutional gravity and cultural excellence of our vision.

2. THE STRATEGY: "SIRE"

We are moving from standard document preparation to Strategic Institutionalization and Resource Expansion (SIRE). We require a "Visual Closer" who can translate high-stakes strategy into high-end strategic funding documents that secure permanent community sovereignty.

3. SCOPE OF WORK

AREA OF FOCUS	DESCRIPTION
VISUAL STORYTELLING	Translate technical narratives into personalized, high-end Pitch Decks, Private Prospectuses, and Annual Impact Reports.
INFOGRAPHICS	Design visual representations of our Theory of Change and complex financial data to make institutional-grade info compelling.
QUALITY ASSURANCE	Perform the "Eagle Eye" review for formatting, typography, branding, and functional digital links for all submissions.
PRODUCTION MGMT.	Maintain the "Production Calendar" in ClickUp to ensure all internal deadlines are met and submissions are never rushed.
ASSET STEWARDSHIP	Maintain a centralized, organized library of "Press-Ready" assets and project photography for network-wide use.

\$2.0B+ CAPITAL CAMPAIGN

- **The Vision:** Mobilizing two billion dollars in capital to anchor Black arts, culture, and economics through a high-fidelity governance model.
- **The Blueprint:** A strategic geographic intervention (the 60x60 Block Plan) designed to ensure permanent, non-displaceable community power.
- **The Governance:** The Foundation (System Architect) provides fiduciary oversight for specialized subsidiaries in Real Estate, Land Stewardship, and Culture.

THE 6-YEAR DATA BANK

- **Proven Impact:** Immediate access to 72 months of successful grant metrics, project pro-formas, and community engagement data.
- **The Engine:** A fully integrated tech stack (**Virtuous, ClickUp, Momentum**) containing thousands of clean donor and volunteer records.
- **The Vault:** Signature initiative templates and "Case for Support" assets ready for rapid remixing and deployment.

4. THE SUPPORT INFRASTRUCTURE

The selected SME will be the "Visual Closer" within our professional workflow:

- **Tech Stack:** Proficiency required in Adobe Creative Suite (InDesign, Illustrator, Photoshop) or Canva, plus ClickUp and Google Workspace.
- **Integration:** Work directly with the Proposal Architect (Technical Writer) and internal Coordinator to manage the "Final Mile" of submissions.
- **Production Assets:** Full access to brand identity guidelines, historical photography, and impact data visualizations.

5. COMPENSATION: REPLENISHABLE RETAINER

We utilize a **Deliverable-Based Draw-Down Retainer** model to ensure consistent partnership and accountability.

- **Monthly Retainer Balance:** \$3,000+.
- **Mechanism:** Fees are "drawn down" only upon successful completion of specific deliverables (e.g., cost per Custom Pitch Deck or Final Production Review).
- **Replenishment:** The Foundation replenishes the account to the agreed base level monthly upon invoice approval.

6. SUBMISSION REQUIREMENTS

Proposals must be **no more than five (5) pages** (excluding portfolio) in PDF format and include:

- **Design Portfolio:** Link or 3–5 samples of complex funding documents, annual reports, or investment decks.
- **Visual Close Case Study:** One example of how your design significantly improved the clarity or success of a high-value funding ask.
- **Technical Workflow:** Describe how you utilize ClickUp to manage versioning and production timelines.
- **Mock Fee Proposal:** List of service items and "draw-down" rates fitting the monthly range.
- **The Strategic Qualifier:** (300 words max) Describe how you will transform a 20-page technical narrative into a 10-slide visual document that secures a "Private Invitation" from an institutional investor.

Submit to: grants@blackculturalzone.org

Black Cultural Zone CDC

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"Deep Roots. Bright Future."
60×60 Block Plan · Liberation Park · East Oakland
RFP Document · Spring 2026