

Graphic Designer (Canva Templates)

Request for Proposals

OVERVIEW & BACKGROUND

The Wisconsin Association for Perinatal Care (WAPC) is seeking a consultant to support the development of branded Canva templates for use across communications, including the annual conference, recurring webinar series, and general organizational marketing efforts.

The selected consultant will create a cohesive, easy-to-use library of templates that can be used by internal staff to efficiently produce consistent, high-quality visual materials.

Background

The Wisconsin Association for Perinatal Care (WAPC) works to improve perinatal health outcomes across Wisconsin through education, collaboration, and quality improvement initiatives.

WAPC regularly promotes a variety of programs and events, including:

- The Wisconsin Perinatal Conference
- Multiple recurring webinar series (including Perinatal Grand Rounds, Fetal Monitoring Case Review Series, and others)
- Additional standalone webinars and educational offerings
- Ongoing social media and communication campaigns

To support these efforts, WAPC is seeking a graphic designer to develop a suite of Canva templates that ensure visual consistency, strengthen brand recognition, and streamline internal workflows.

SCOPE OF WORK

Task 1: Template System Design & Brand Alignment

The consultant will work with WAPC staff to design a cohesive visual system that aligns with WAPC's existing brand identity. This includes:

- Reviewing current branding, colors, fonts, and design assets



- Establishing a consistent visual style across all templates
- Creating a flexible system that allows for easy updates by staff
- Ensuring accessibility and readability across digital platforms

Task 2: Canva Template Development

The consultant will design a suite of editable Canva templates, including but not limited to:

Conference Materials

- Social media graphics (speaker highlights, sponsor recognition, announcements)
- Email and newsletter graphics
- Presentation slide templates (if applicable)

Webinar Series Templates

- Branded templates for four recurring webinar series
- Flexible templates for additional standalone webinars
- Speaker announcement graphics
- Registration and reminder graphics

General Marketing & Social Media

- PowerPoint Slide Deck (Editable in Canva and Microsoft PowerPoint)
- Social media post templates (multiple formats and layouts)
- Event promotion graphics
- General announcement templates
- Newsletter header graphics (if applicable)

All templates should be:

- Fully editable in Canva
- Easy for non-design staff to update
- Organized and clearly labeled within Canva folders

Task 3: Template Guidelines & Handoff



The consultant will provide guidance to ensure long-term usability of the templates. This includes:

- Organizing templates within Canva for ease of use
- Providing brief instructions or a guide on how to use and update templates
- Offering recommendations for maintaining brand consistency across future materials

DELIVERABLES

At the end of the project, the consultant will have produced:

- A complete Canva template library for:
 - Conference marketing materials
 - Recurring webinar series (minimum of four series)
 - Standalone webinar promotions
 - General social media and marketing use
- Organized Canva workspace with clearly labeled templates
- A brief user guide or recorded walkthrough for staff
- Final design files and access transferred to WAPC

CONTRACT DETAILS

Period of Performance: Work is expected to begin as soon as possible and conclude within approximately 6–10 weeks, depending on scope and timeline agreed upon.

Estimated Time Commitment: Flexible, based on project scope and deliverables.

Budget: Please provide an hourly rate and/or project-based pricing. WAPC anticipates a total project budget in the range of \$2,000–\$5,000, though respondents may propose alternative structures.

HOW TO SUBMIT A PROPOSAL

Please submit the following no later than April 17th to Kaytlyn Walker at walker@wiperinatal.org:



- **Project Approach:** Description of how you will approach template development and collaboration
- **Relevant Experience:** Examples of similar work (preferably Canva-based or template systems)
- **Portfolio:** Samples of previous design work
- **Proposed Budget:** Hourly rate and/or project-based pricing
- **Timeline:** Estimated timeline for completion
- **References:** Names and contact information for 2–3 references

WAPC encourages proposals from individuals with diverse experiences and backgrounds. If your experience does not align perfectly with every qualification described but you believe you can contribute meaningfully to this work, we encourage you to submit.

QUESTIONS

For questions regarding this RFP, please contact Kaytlyn Walker at walker@wiperinatal.org.

