

Request for Proposals

Productization and Commercial Design Services: Youth Skills Curriculum

Project Overview

Proof Alliance is seeking a qualified vendor to help transform an existing 10-module youth skills curriculum for individuals with fetal alcohol spectrum disorders (FASD) into a polished, high-end, market-ready toolkit. This is an opportunity to help bring an innovative, strength-based resource to a broader community of youth-serving organizations. The curriculum focuses on practical skills such as peer relationships, emotional regulation, time and money management, safety, and independent living, with facilitator materials and caregiver resources included.

We're looking for a partner with expertise in:

- Instructional design and curriculum productization
- Brand alignment and visual design
- Print and digital production
- Commercial packaging and product development

The selected vendor will provide curriculum productization, instructional design refinement, branding, visual design, production preparation, and commercial packaging services. The final curriculum must be polished enough for external users, practical for community-based implementation, and structured so Proof Alliance can manage future sales, distribution, and updates independently.

About the Curriculum

Proof Alliance has developed an interactive, structured skills group curriculum for youth with fetal alcohol spectrum disorders (FASD). The curriculum consists of 10 modules targeting key growth areas, including peer relationships, emotional regulation, time and money management, safety, and independent living. Each module includes facilitator materials and a brief caregiver companion handout to reinforce learning across settings.

Using a strength-based, experiential approach, the curriculum equips participants with practical skills they can apply in daily life. The curriculum is informed by Proof Alliance's experience facilitating FASD-specific youth groups and consultation with nationally recognized FASD experts.

1. Project Objectives

- Productize the existing 10-module curriculum into a cohesive, premium toolkit suitable for repeated use.
- In alignment with the Proof Alliance existing brand, create a design system for the curriculum product line.
- Prepare both print-ready handouts and digital distribution files.

- Ensure Proof Alliance receives editable source files, templates, and documentation needed for future updates.

2. Scope of Work

- Curriculum Review and Product Architecture
 - Review existing modules and supplemental documents; recommend improvements to organization, sequencing, readability, instructional flow, and usability; and organize the curriculum into a repeatable structure.
- Core Materials Design and Refinement
 - Strengthen and standardize the design of facilitator guidance, participant activities, caregiver handouts, assessments, slide decks and supplemental tools while preserving the curriculum's intended approach and content.
- Commercial Packaging
 - Prepare the full asset suite for users, distribution, and future maintenance, including production-ready files, editable templates, and documentation. Templates must be editable and reusable for future modules, updates, or companion products.
 - Product mockups or marketing visuals that can be used on a website, proposal, sales sheet, or promotional materials.
- Standardization and Maintenance Requirements
 - A short production handoff guide explaining how Proof Alliance can update, print, package, and distribute the toolkit in the future.
 - Final assets must not require ongoing vendor involvement for routine reprinting, redistribution, or minor content updates.
 - Vendor must identify any software, font, licensing, printing, or distribution dependencies.
 - Standardization and Maintenance Requirements

Deliverables must be designed for repeated dissemination for users, requiring low ongoing maintenance. Vendors should propose an approach that limits the need for custom user-specific changes and supports future internal updates by Proof Alliance staff.

- All materials must use consistent structure, terminology, formatting, and design standards.
- Templates must be editable and reusable for future modules, updates, or companion products.
- Files must be organized clearly with documented naming conventions.
- Final assets must not require ongoing vendor involvement for routine reprinting, redistribution, or minor content updates.

- Vendor must identify any software, font, licensing, printing, or distribution dependencies.

4. Vendor Qualifications

Qualified vendors should demonstrate:

- Experience with instructional design, curriculum packaging, educational publishing, or learning product development.
- A portfolio showing polished, user-ready educational, training, or toolkit products.
- Experience preparing both print-ready and digital files for commercial use.
- Strong visual design, branding, and production capabilities.
- Ability to translate raw or internally developed content into a standardized commercial product.
- Experience working with nonprofit organizations, health education, youth-focused or disability-related content.

5. Proposal Requirements

Proposals should include the following:

1. Cover letter and vendor overview.
2. Relevant experience and examples of comparable projects.
3. Completed scoping document template; including recommended project phases, timeline, and key milestones.
4. Summary of project team members and roles.
5. Detailed budget, including assumptions, optional add-ons, and any anticipated third-party costs.
6. Description of final deliverables and file formats.
7. Method to ensure intellectual property transfer, licensing, source files, and future maintenance.

6. Selection Criteria

Criterion	Weight
Relevant experience in instructional design, curriculum productization, educational publishing, or learning product development	25%
Quality and relevance of portfolio samples	25%
Understanding of commercial readiness, standardization, maintainability, and earned revenue goals	25%

Cost, timeline, and feasibility of proposed work plan	15%
Fit with Proof Alliance’s mission, nonprofit context, and intended users	10%

7. Budget, Timeline, and Submission

Total Contract Amount: Up to \$12,000. Vendors may identify optional add-ons separately if they exceed the available contract amount.

Contract Period: January 1, 2027 – June 30, 2027.

Proposal Due Date: Friday, December 4, 2026.

Submission: Please submit proposals and supporting documents to marissa.lang@proofalliance.org by the due date listed above.