COMMUNICATIONS SUPPORT SERVICES REQUEST FOR PROPOSALS

Northwest Health Foundation (“NWHF”) will select one communications firm, or multiple individual contractors (“Contractors”), to provide the following communications support services to our Kaiser Permanente Community Fund (“KPCF”) grantees:

**Communications Support Services**

- Three hours of communications consulting.
- Three hours of graphic design services.
- Three hours of copywriting services.

Applicants to the RFP may apply to provide one or all of these services.

ABOUT NWHF

Northwest Health Foundation seeks to advance, support, and promote health in Oregon and Southwest Washington. By providing grants to initiatives, forming partnerships with health and community leaders, and advocating policy change, we are furthering our vision of giving every person the opportunity to lead a healthy life.

NWHF’s vision of health is more than just healthcare. Health is a state of physical, mental, social, and spiritual wellbeing, not just the absence of illness. Furthermore, we believe in health equity – that opportunities for health should be available and accessible to everyone – and we support the people, programs, and policies that help us achieve a shared vision of better health and a bright future.

For more information about NWHF’s guiding principles, commitment to equity, current and past grantees, and initiatives please visit [www.northwesthealth.org](http://www.northwesthealth.org).
ABOUT KPCF

The Kaiser Permanente Community Fund at Northwest Health Foundation is a twelve-year, sunset fund with a mission to improve the health of communities throughout the Kaiser Permanente Northwest service region, with a specific focus on addressing the “upstream” factors that create or inhibit community health, also known as the social determinants of health. KPCF selects about 20 grantees each annual grant cycle, totaling $2-2.5M, for projects lasting between 12-36 months. At any time there are 20-40 active KPCF grantees. There are three grant cycles left in the life of the fund, ending with projects that will begin January 1, 2017.

GOALS OF THIS RFP

To contract a firm, firms, or individuals on retainer to provide communications support services to KPCF grantees on a grantee by grantee basis. Each KPCF grantee will be given the option to select one of the three services identified above. We hope that our grantees will use these services to increase the effectiveness of their current communications strategies, begin to create new and sustainable communications strategies, or supplement their communications work with materials that they do not have the capacity to create themselves. As each of our grantees has different goals and needs, we are looking for a contractor, or contractors, with a wide range of skills and experience. Grantees should prioritize all of these communication needs to focus on their KPCF project. However, we recognize that some of those projects may not lend themselves directly to certain communications work. Therefore, grantees will pick the most suitable application for their communications services.

We know that three hours is not exhaustive in developing comprehensive communications, branding or design strategies. However, we also know that brief, focused services can help KPCF grantees approach future communications work differently.

SCOPE OF SERVICES AND CONSULTANT QUALIFICATIONS

I. Communications Consulting

   A. Scope of Services – Provide three hours of communications consulting to each NWHF grantee that requests a private consulting session. This could include consulting on how best to capture and deliver stories, how to reach specific
audiences, how to use social media to their best ability, how to develop an affordable overall communications strategy, etc. Specific topic(s) covered in each consultation session will likely vary depending on the grantee. Communicate with each grantee ahead of time to find out who will attend the consultation session, what areas they most need help with and what results they have in mind.

B. **Consultant Qualifications** – Respondents to this section of the RFP should be able to consult on a wide range of communications topics, including, but not limited to, brand consistency, storytelling, digital and print marketing strategies, social media, community engagement, and developing an overall communications strategy. Preferably, Private Communications Consulting applicants will have at least three years of experience in communications consulting, as well as experience consulting for nonprofits.

II. **Graphic Design Services**

A. **Scope of Services** – Provide three hours of graphic design work to each NWHF grantee that requests graphic design services. This could include designing materials for print and/or web, using each organization’s branding guidelines as available and appropriate. Communicate with each grantee ahead of time to learn about their overall organizational goals, as well as their goals for the three hours of your time.

B. **Consultant Qualifications** – Graphic Design respondents must have access to and proficiency with major design platforms including Adobe Creative Suite products. Preferably, respondents will also have at least three years of experience in graphic design, as well as experience working with nonprofits.

III. **Copy Writing Services**

A. **Scope of Services** – Provide three hours of copy writing to each NWHF grantee that requests copy writing services. This could include writing content for a range of mediums, including the grantee’s website, a brochure, social media, blog, or other format. Use each grantee’s messaging guidelines as appropriate. Communicate with each grantee ahead of time to learn about their overall organizational goals, as well as their goals for the three hours of your time.
B. **Consultant Qualifications** – Preferably, respondents will have at least three years of experience in copy writing, as well as experience working with nonprofits.

**PAYMENT FOR SERVICES**

Grantees will contact Contractors directly to arrange services. Contractors will invoice Northwest Health Foundation for the services they have provided to NWHF’s grantees. Contractors may work directly with KPCF grantees on any services beyond those outlined in this RFP and paid by NWHF. Contractors will not receive a retainer fee. Selection by NWHF through this RFP process does not guarantee that the contractor will ultimately be hired to complete any communications support services, as each KPCF grantee will select their desired services.

**DURATION**

November 1, 2014 through December 31, 2015. There will be a possibility, but no guarantee, of extending the contract in future years. NWHF may employ surveys and other feedback mechanisms to determine Contractors’ effectiveness. Based on these results, NWHF may cancel the contract with 30 days written notice.

**TERMS AND CONDITIONS**

Please see Northwest Health Foundation’s Standard Terms of Engagement.

**APPLICATION INSTRUCTIONS**

Submit the following as attachments to media@northwesthealth.org by October 1, 2014. In the body of the email, please include your contact information and indicate which service(s) you are applying to provide.

**For all applicants, please answer:**
• Please briefly describe the ownership of the business/organization. If the owner self-
identified as a racial or ethnic minority, LGBTQ or disabled, we invite you to share this.
• How does your business/firm conduct business in a way that promotes health or
contributes to the determinants of health?
• How does your business/firm contribute to the infrastructure of underserved communities?

For individual applicants:

• Résumé or statement of qualifications
• Portfolio of 2-3 work samples in PDF format (for graphic design and copy writing
applicants)
• Proposed scope of services and pricing for services
• Contact information for two client references
• A link to your website or online portfolio, if available

For firms:

• Statement of Qualifications including names, titles, and brief biographies of the
employees who would be involved in providing services to KPCF grantees
• Client list
• Portfolio of work samples in PDF format (for graphic design and copy writing applicants)
• Proposed scope of services and pricing for services
• Contact information for two client references
• A link to your website or online portfolio, if available

QUESTIONS

If you have questions, please contact Laura Nash, Communications Coordinator, at
laura@northwesthealth.org.