



**COMMUNITY HEALTH COUNCILS, INC
REQUEST FOR PROPOSALS – BRAND STRATEGIST**

This is not a legally binding document. This is a document to discuss terms that may be included in a legally binding contract.

Background of Community Health Councils, Inc.

Community Health Councils, Inc. (CHC) was established in 1992 in response to civic unrest and growing health disparities that severely impacted communities of color in South Los Angeles (LA). For nearly 30 years, CHC has employed a multi-sector collective impact approach to address social and health disparities experienced by vulnerable populations and ultimately improve community health. In 2011, CHC leaders published CHC’s Model for Community and Social Change™. CHC is distinctive as an organization that combines health policy analysis and advocacy with community engagement and coalition-building in communities affected most by systemic racism. In addition to multi-sector collaborative development, CHC specializes in community-based participatory research and engagement, strategic planning, systems analysis, policy development and pursuit of systems-change. While there has been investment in innumerable place-based initiatives focused on building the capacity of *organizations* and local leaders to address disparities in health, education, housing and other social determinants, these investments often do not focus on dismantling systemic racism. In response, CHC’s Social Change Institute, a social enterprise, has developed and deployed a more impactful approach through the Learning for Equity™ (L4E) education initiative. L4E takes a strengths-based approach that acknowledges the inherent value of BIPOC communities and communities of color. Using a community-based participatory approach in the design and implementation that incorporates a focus on building the agency of participants to affect change. Today, CHC’s mission is to collectively build equitable systems to support a vision that creates better communities for all people.

CHC’s 30th Anniversary Campaign and Updated Branding Launch – Fall 2022

In 2022, CHC celebrates 30 years of service. CHC will officially launch its 30th Anniversary celebration and fundraising campaign in the Fall of 2022. This launch will also include an updated brand developed in partnership with communities of South LA. There will be three communications contracts awarded in this process – Graphic Designer, Brand Strategist and Communications & Public Relations contracts. The Graphic Designer will work collaboratively with the Brand Strategist throughout the process. The Graphic Designer will lead the community engagement effort in the planning and development of CHC’s updated brand. The Brand Strategist will lead the development of CHC’s Brand Roadmap and Brand Communications Style Guide.

Proposal Guidelines

Applicants, please respond the following questions for your proposal:

1. What is your experience working with BIPOC-led community-based organizations?
2. What is your relationship (if any) to the communities of South Los Angeles?
3. What is your approach to project management and how will you assure this project stays on track per the SOW deliverables and timeline outlined herein?
4. Why do you want to work with CHC and what impact do you hope to have on CHC’s mission and vision?
5. Please provide an itemized budget of activities and related fees for said services.
6. Please include a link to any demonstrative, relevant work that you’d like share in support of your proposal.

Please note that CHC has engaged in some strategic pre-work, including:

- collecting data from our stakeholders (board, staff, volunteers & funders) to inform this process
- a competitive landscape audit

CHC’s Commitment to Justice, Equity, Inclusion and Diversity

CHC is committed to advancing the practices of justice, equity, diversity and inclusion to achieve sustainable policy and system change through meaningful action. CHC team members, volunteers, advisors and subcontractors, as well as any associated members of leaders will embrace this commitment to guide their actions on projects with CHC by welcoming all community members regardless of race, ethnicity, culture, age, gender, sexual orientation, gender identity, ability, national origin, veteran status, social-economic class, religion or any perceived difference. It is important and elemental to the actions undertaken under any agreement with CHC that this commitment be shared and emphasized as we strive to achieve the common goal of creating positive outcomes that benefit all communities, families and children. Therefore, these principles will be applied in the management of this relationship and the evaluation of performance (along with other deliverables).

Important Dates

RFP’s Released	February 14, 2022
Proposals Due	March 7, 2022
Top Applicants invited to Present to Selection Committee	March 15 th 10am – 1pm

Task	Description of Activity	Start/finish dates	Deliverables*
1. Participate in planning meetings with members of CHC staff and board twice p/month	Brand Strategist will participate in targeted planning meetings related to CHC's strategic communications planning and brand development roadmap creation	Apr 1, 2022 – Sep 30, 2022	No specific deliverables; just required meeting participation to advance project goals
2. Lead the design and deployment of CHC's new brand in accordance with the 30 th Anniversary	Brand Strategist will develop process and lead meetings to co-create CHC's brand strategy rollout and road map in accordance with CHC's 30 th Anniversary activities	Apr. 1, 2022 – June. 30 2022	<ul style="list-style-type: none"> • Lead and facilitate planning sessions at least once p/month, and more frequently as needed • Finalized CHC Brand Strategy and Launch Roadmap
3. Work with contracted Designer to align efforts	Actively collaborate with contracted Designer to align visual identity development with Brand strategy roadmap	Apr. 1, 2022 – Aug. 30, 2022	<ul style="list-style-type: none"> • Meeting/progress notes (PDF) during meaningful collaboration with contracted Designer
4. Develop Brand Communications style guide to accompany road map	Brand strategist to work with Designer to develop style guide for use by CHC for consistent communication and use of brand across multiple and various platforms and mediums; includes Designer-created visual identity style guide component within the full document	July 1, 2022 – Aug 30 2022	<ul style="list-style-type: none"> • Final CHC Brand Communications Style guide (PDF)