



**COMMUNITY HEALTH COUNCILS, INC  
REQUEST FOR PROPOSALS – COMMUNICATIONS & PUBLIC RELATIONS**

*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 30<sup>th</sup> Anniversary Campaign and Updated Branding Launch – Fall 2022***

In 2022, CHC celebrates 30 years of service. CHC will officially launch its 30<sup>th</sup> 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. The contracted Communications & Public Relations team will be active members of the development and planning team supporting the Graphic Designer and Brand Strategist as well as responsible for helping CHC to operationalize all aspects of the Brand 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 that projects stay on track?
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 <sup>th</sup> 10am – 1pm

Task	Description of Activity	Deliverables*
1.	Best Start Content Creation	<p>Generate and publish curated content weekly on:</p> <ul style="list-style-type: none"> <li>• Best Start Web Site</li> <li>• Best Start FB Pages for all four communities</li> <li>• Best Start Region 2 LinkedIn</li> <li>• Best Start Region 2 Instagram (South LA Decides)</li> </ul> <p>Generate Content Calendar quarterly circa first weeks of January, April, July, October and review with Director for approval and direction</p> <p>Monthly Asana Status Report</p>
2.	Best Start Website	<ul style="list-style-type: none"> <li>• 1 Ideation meeting with CHC Best Start Team</li> <li>• 1 Ideation meeting with Best Start Regional Task Force</li> <li>• 1 Ideation meeting with Digital Strategies team</li> <li>• Translate all content for newly redesigned pages (this may be post launch)</li> </ul>
3.	Virtual Events Support	<p>Oversee and manage all logistics related to virtual events inclusive of:</p> <ul style="list-style-type: none"> <li>• Setting up the Zoom links</li> </ul>

		<ul style="list-style-type: none"> <li>• Setting up any needed controls in the zoom such as polls, breakout rooms, translation and webinar features</li> <li>• Setting up EventBrite with appropriate branding specific to each virtual event</li> <li>• Manage RSVPs via EventBrite</li> <li>• Create eBlast to promote each event</li> <li>• Use Asana to create timeline and tasks for each virtual event</li> <li>• Maintain communication with CHC team leads for each respective event</li> <li>• Create Press release for each event and pitch in a timely manner (as appropriate)</li> <li>• Set up and run media check-in and provide credentials—in Zoom this looks like an early check-in for media and direction on how to name themselves so attendees can identify which outlets are present (as needed)</li> <li>• Follow-up with photographer to acquire photos within 24 hours of event for use in communications materials</li> <li>• Post-Event:</li> <li>• Edit videos as directed and Upload recordings to CHC YouTube within one week of event</li> <li>• Provide Spanish translation for all content created</li> <li>• Enable all YouTube and other videos with subtitles</li> <li>• Send follow-up email to all people who registered with appropriate links</li> </ul>
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4.	In-Person Events Support	<ul style="list-style-type: none"> <li>• Oversee and manage all logistics related to in-person events inclusive of:</li> <li>• Setting up EventBrite with appropriate branding specific to each event</li> <li>• Create Press release for each event and pitch in a timely manner (as appropriate)</li> <li>• Set up and run media check-in and provide credentials (as needed)</li> <li>• Manage RSVPs via EventBrite</li> <li>• Create eBlast to promote each event</li> <li>• Use Asana to create timeline and tasks for each virtual event</li> <li>• Maintain communication with CHC team leads for each respective event</li> <li>• Have a presence at events where media has been invited</li> <li>• Support on-site photographer as appropriate and/or as directed by Director of Communications and Advocacy</li> <li>• Follow-up with photographer to acquire photos within 24 hours of event for use in communications materials</li> <li>• Post-Event:</li> <li>• Edit videos as directed and Upload any recordings to CHC YouTube within one week of event</li> <li>• Send out post-event press releases with photos (as appropriate)</li> <li>• Provide Spanish translation for all content created</li> <li>• Enable all YouTube and other videos with subtitles</li> <li>•</li> </ul>
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5.	CHC Content Creation	<p>Generate and publish weekly curated content</p> <ul style="list-style-type: none"> <li>• CHC Web Site</li> <li>• CHC FB Pages</li> <li>• CHC LinkedIn</li> <li>• CHC Twitter</li> <li>• CHC Instagram</li> </ul> <p>Identify opportunities for Blogs or OpEds to publish on CHC social media avenues</p> <p>Generate Content Calendar quarterly circa first weeks of January, April, July, October and review with Director for approval and direction</p>
6.	Spanish Translation	<ul style="list-style-type: none"> <li>• Provide Spanish translation for all content</li> <li>• Provide translation for all curated content and postings</li> </ul>
6.	Graphic Design	<p>Work with identified staff to design:</p> <ul style="list-style-type: none"> <li>• eBlasts for events, promotions, and all other communications</li> <li>• Policy and research reports</li> <li>• Newsletters/Blogs</li> <li>• Human resources including manuals and hiring eBlasts</li> </ul>
7.	General Local, national and international press coverage	<p>Successfully generate 3 sources of coverage per quarter – any combination of print, broadcast or online features/placements</p>
8.	C-Suite Press Coverage	<p>Successfully generate 1 source of coverage per quarter – any combination of print, broadcast or online features/placements</p>
9.	Media Training and Guidelines	<ul style="list-style-type: none"> <li>• Provide media training to CHC Staff in partnership with the Director of Communications and Advocacy</li> <li>• Provide media training at least 24 hours (when possible) and preparation prior to any interviews</li> </ul>

		<ul style="list-style-type: none"> <li>• Provide written media interaction guidelines for CHC (to be included in CHC's Communications Manual)</li> </ul>
9.	Crisis Communications	<p>Create a plan Be first responders</p>
10.	30 <sup>th</sup> Anniversary	Provide 30th Anniversary Communications Strategy Planning
11.	Meeting Management/Asana Project Management and Monthly Reporting	Regular quarterly reporting of project progress and items that need wrap up, need timeline adjustments, or need to carry over for next quarter
12.	CHC Communications Plan 2022	<p>Based on Strategic Communications Planning data collection and activities provide CHC a 2022 communications plan inclusive of:</p> <ul style="list-style-type: none"> <li>• Issue areas of priority by quarter</li> <li>• With the 4<sup>th</sup> quarter being the launch of the 30<sup>th</sup> Anniversary Campaign</li> <li>• Preferred and targeted outlets, print, online and broadcast</li> <li>• Best Start</li> </ul> <p>Meet with appropriate staff to inform plan development</p>