

## REQUEST FOR PROPOSALS

*Communications Agency Support ~ February 20, 2012*

### BACKGROUND

Public Health Management Corporation (PHMC) is a nonprofit public health institute that creates and sustains healthier communities. PHMC uses best practices to improve community health through direct service, partnership, innovation, policy, research, technical assistance and a prepared workforce. PHMC has served the region since 1972. For more information on the organization, please visit PHMC.ORG.

PHMC Communications is a full-service, in-house communication agency that provides internal and external marketing and communications strategy and execution to PHMC's numerous programs and affiliates. Services include:

- Marketing audits to assess existing marketing strategy, materials and recent marketing activities
- Brand strategy and strategic marketing communications plan development and implementation
- Name, logo and identity development
- Comprehensive marketing collateral development (brochures, postcards, annual reports, newsletters, invitations, posters and more)
- Event planning
- Video production
- Writing and editing
- Media training
- Public and media relations
- News release and media list development
- Internal communications strategy development
- Web site development and comprehensive interactive communications

The PHMC Communications team consists of designers, writers and project/account managers.

## PURPOSE

While PHMC Communications directly provides much of the work for our internal clients, we occasionally collaborate with external vendors for some projects. To help manage an increasing work load, and to better align the team's work load with the organization's major strategic imperatives, we seek external vendors to supplement our team and work directly with our internal clients on a wider range of projects. PHMC Communications will determine which projects will involve external vendors on a project-by-project basis. The individual PHMC program or affiliate will contract directly with the chosen vendors.

PHMC Communications seeks a group of vendors that will provide services as they are needed. We will train all chosen vendors in the PHMC brand, including the brand positioning, visual brand family, messaging architecture and style guidelines. All chosen vendors also will have online access to such brand information. Vendors will not be engaged in a retainer relationship. PHMC Communications will, at its discretion, direct PHMC programs and affiliates to obtain quote(s) from one or more of the chosen vendors and to select and contract directly with one of those vendors.

## SERVICES SOUGHT

We seek vendors that can provide services in one or more of the following areas:

- Print communications, including writing, editing, design and management of production
- Online communications, including writing, editing, design and development of websites, email marketing and social media
  - PHMC websites are built using the JOOMLA! content management system; experience using JOOMLA! is greatly preferred
  - PHMC uses Mail Chimp for email marketing; experience using Mail Chimp is preferred
- Marketing communication campaign development and marketing communication strategy and key messaging development
- Public relations strategy and execution
- Logo and identity package development
- Event management

## PROPOSAL REQUIREMENTS

Please submit a narrative proposal that:

1. States which of the above listed service(s) you can provide and substantiates your related expertise.
2. Describes your experience working in the nonprofit, public health and/or human services sectors.
3. Describes your experience working within a client's established brand and style guidelines.
4. Describes your unique qualifications to be one of our selected vendors.
5. Lists at least two recent clients, whom we may contact as references, for each service area for which you would like to be considered. It is fine to use a client reference for several service areas. Please indicate clearly the service area(s) for each reference and note which reference(s) can speak to your ability to work within the client's established brand and style guidelines (at least one must be able to do so).
6. Provides names, titles and brief biographical information on your staff members who would typically service the PHMC account.
7. Describes your pricing model for project-based work and the billing rates of the staff members who would typically service the PHMC account.

The narrative portion of your proposal should be no more than five pages with line spacing of 1.5.

In addition to the narrative portion, please provide several samples of your creative product, as appropriate to the service area(s) for which you wish to be considered. Those responding to provide design services should provide a link to a portfolio so we can view a wide range of your work.

Please state affirmatively that, if selected as one of our vendors, you will have at least one appropriate representative in attendance at a brand training session at PHMC's office on Wednesday, April 18, 2012, from 2 pm to 4 pm.

Please include the name, title and contact information (phone, email and mailing address) for a single point of contact for your organization.

## SUBMISSION REQUIREMENTS

Your complete proposal must be received **no later than Friday, March 16, 2012, 5:00 pm ET**. Submission via email is preferred, though submission in hard copy is permitted. If submitted via email, the narrative should be provided as a single PDF attachment; creative samples may be provided in PDF attachments if the total email size does not exceed 5 MB, or as links.

Please submit to:

Dina Wolfman Baker  
Chief Communication Officer  
Public Health Management Corporation

*Via Email:*

[Dbaker@phmc.org](mailto:Dbaker@phmc.org)

*All submissions via email must have the subject line: RFP Response*

*Via Hardcopy:*

260 South Broad Street  
Suite 1800  
Philadelphia, PA 19102

## QUESTIONS

You may submit questions via email only to [Dbaker@phmc.org](mailto:Dbaker@phmc.org).

*All questions must have the subject line: RFP Question*

## SCHEDULE

Date of RFP: February 20, 2012

Submissions Due: March 16, 2012, 5 pm ET

Date of Notification: April 6, 2012

We will inform you of whether (1) you have been selected as one of our agencies, (2) we need further information from you, or (3) we will not be including you among our selected agencies. At least one representative of each selected agency must attend a brand training session that we will schedule for the week of April 16-20.

Brand Training: April 18, 2012, 2 pm-4 pm