



Communication Development Request for Proposal

RFP Released:

Submit proposals to maralie@sipcw.org by September 25, 2023

The Staten Island Partnership for Community Wellness is requesting proposals from interested and qualified vendors to develop and implement a comprehensive communications plan.

Organization Background

Formed over two decades ago, the Staten Island Partnership for Community Wellness (SIPCW) has been working with community partners to collectively address the borough's most pressing public health issues. What started as a volunteer-led membership organization transitioned in 2011, to a nonprofit with organizational staffing and a strong strategic plan to focus on the issues of behavioral health and chronic disease prevention.

Under the leadership of its first Executive Director Adrienne Abbate, SIPCW mobilized to address the community's most pressing health issues. In response to Staten Island's opioid epidemic, the TYSA Coalition was established, and the island's childhood obesity issue, the Child Wellness Initiative (CWI) was formed. Using the collective impact model, these coalitions bring together community, clinicians, hospitals, schools, and government representation to collaboratively address behavioral health and chronic health issues respectively.

Recognizing the impact of intergenerational trauma, and conversely, the value of upstream interventions that create a safe and nurturing home for developing youth, SIPCW has also added maternal health as a primary focus area. SIPCW is working with RUMC on the Project LAUNCH initiative to improve maternal & child health outcomes for North Shore families, and also working with the New York City Department of Health as the Staten Island hub for the Birth Justice Defenders to educate community members and raise awareness about respectful care at birth and reproductive justice.

Through its various initiatives, SIPCW's expertise lies in convening and supporting the community in developing strategies and action plans to close the gap on unmet health needs using data-driven approaches and an equity-focused lens. By aligning Staten Island's many resources, SIPCW builds the community's capacity to implement solutions, effect systems change, and achieve sustainable outcomes.

Project Overview

Since its inception, SIPCW has built relationships and developed partnerships with local community-based organizations (CBO) and community leaders to work collaboratively to address complex public health issues. Our strength lies in our ability to engage CBOs and in order to truly build trusted relationships with stakeholders most critical to the work (e.g. youth, immigrant families, BIPOC communities), SIPCW has to improve the ability to communicate who we are and our organizational values in simple and accessible language. SIPCW is seeking a



communications consultant to develop an organizational-wide communication and rebranding plan with outlined strategies and activities.

Project Goals

We are looking to incorporate best practices for an organization like ours trying to put forth a well-coordinated communications strategy across various multimedia platforms and outlets that speaks clearly to each of our identified target audiences. This includes helping us to find our voice across different social media platforms and identifying the type of messaging and organizational successes that resonate with different audiences.

- Conduct research on internal & external perceptions of the organization and provide analysis of findings in a report & presentation format
- Develop a detailed plan with strategies and recommended activities for each strategy
- Develop a template for the annual end-of-year report and value proposition report
- Redesign logo

Scope of Work

SIPCW will work with a vendor to develop a communication and rebranding plan. The vendor will:

- research internal and external perceptions of the organization through interviews and/or surveys
- Develop an understanding of current programs
- Develop an understanding and inventory of current communication efforts
- Provide analysis of findings
- Develop strategies and recommendations of activities for the strategies
- Redesign logo

Budget

The budget for this project is between \$10,000 to \$15,000. All proposals must fall within this limit to be considered.

Project Timeline

We would like to begin in October 2023. The deadline for this project is January 30, 2024

Criteria for Selection

Vendor selection will be based on:

1. Experience and Expertise: Previous experience and successes in developing communication plans for small nonprofits
2. Communication: Manage the project independently, but work collaboratively with the SIPCW team and ability to communicate project progress along the way
3. Budget: A cost-effective and detailed budget



Proposal Timeline and Process

Responses to this RFP must be submitted by 5 pm on September 25, 2023. Please deliver proposals via email to maralie@sipcw.org. Proposals will be reviewed by a team, which will include SIPCW staff, board members, and partners. A decision will be reached by October 2, 2023.

Please include the following in your proposal:

1. Statement of your firm's experience relevant to this project and interest in working with SIPCW on this effort
2. Provide a proposed work plan, including project activities, timeline, deliverables, and meetings to the extent possible at this stage
3. Indicate the amount and type of assistance that will be required from SIPCW staff
4. Confirm your firm's experience working with nonprofits of a similar size and background
5. Identify staff members who will be assigned to this project and provide brief biographies
6. Indicate proposed fees for services including a detailed budget
7. Provide names and contact information for 2-3 clients who have used your firm for work that is relevant to the type of work required for this project

Thank you for your consideration of this project. We look forward to your responses and the opportunity to work with you.

If you have any questions, please contact maralie@sipcw.org