



# RFP: National Community Health Center Branding Campaign

## Questions and Answers

### Deadline for Proposals – May 3, 2024 at 11:59 pm (ET)

1. Do you have a tentative or ideal timeline for the project? Is it multi-year? Is there an ideal time for launch?

**Answer:** We would like the plan ready by Q1 of 2025 for launch in Q2 as it will require NACHC board approval. However, this timeline may shift depending on how much time potential vendors tell us they need to survey, develop the plan, materials, etc.

2. When is the RFP due?

**Answer:** The deadline is May 3, 2024 at 11:59 pm (E.T)

3. Do you have any parameters for the budget?

**Answer:** We are setting the budget based on the proposals we receive.

4. Do you have funding already identified for the project?

**Answer:** Yes

5. Have you conducted any prior research on the perceptions of Community Health Centers in the United States?

**Answer:** No

6. Do you have any existing NACHC brand or messaging research?

**Answer:** No

7. Regarding marketing and messaging research, the type of research, and the number of segments by race/ethnicity, age, and other characteristics can dramatically impact the cost. Can NACHC provide additional information about its research expectations?

**Answer:** NACHC is looking for guidance from the vendor we select to help us define the scope and type of research.

8. Focus groups and one-on-one interviews with members of the target audience can provide valuable insights for messaging and brand development. Do you have any people or groups available to participate in these discussions?

**Answer:** Yes, we do.

9. How would you describe the current perception of Community Health Centers?  
**Answer:** Community Health Centers have an overwhelmingly positive reputation at both the local and national levels with decades of bipartisan support from elected officials.
10. Have you conducted customer satisfaction surveys in the past that can help inform this new work?  
**Answer:** No
11. Social media is presented as a top priority and measurement tool – is it more of a priority than other integrated marketing tools?  
**Answer:** No
12. Can you provide any baseline awareness metrics and website engagement metrics?  
**Answer:** Those will be supplied to the vendor whom we select for this project.
13. What analytics platform(s) do you use to measure website and other marketing performance?  
**Answer:** We use Google Analytics to measure website performance and Sprout Social and Keyhole for hashtags.
14. What, if any, CRM lists will we have access to for our paid opportunities?  
**Answer:** The privacy and confidentiality of our audience subscriber listserv is of the highest importance to NACHC. While we recognize the importance of leveraging CRM data for marketing and branding analysis, access to specific information, and fields from our database, will be limited to relevant descriptor segments necessary for conducting the analysis and will be provided under a formal data-sharing agreement.
15. Does the NACHC team have access to a team that will be responsible for managing social media posts and engagement? Should the support services within the proposal be focused on strategy or expanded to include tactical implementation/execution?  
**Answer:** NACHC has a social media team. The proposal should be focused on strategy.
16. Campaign objective 4 describes developing a dedicated webpage on NACHC's site that Community Health Centers nationally can link to. The development of this site isn't described in the Scope of Work or Key Proposal Elements. Can you clarify if web development should be included in our proposed budget, or if that is being developed separate from the work in this RFP?  
**Answer:** We want the vendor to supply the content for the dedicated webpage. We will handle building the page.
17. Can you provide further insight into the scale of the paid media campaign you envision? For example, reaching a national audience with a campaign that resonates may cost \$1M+ in advertising spending, while a geotargeted

campaign that focuses on several specific metropolitan regions may be accomplished for a budget in the mid-six figures.

**Answer:** We are seeking the vendor's strategic guidance to determine the budget.

18. Have there already been similar campaigns done like this before? If so, what were the outcomes?

**Answer:** NACHC has not run similar campaigns in the past.

19. Is there currently a marketing team?

**Answer:** Yes

20. Is the new visual identity/branding for the campaign only, or for the whole organization? We're reading this as you want an entirely new branding for the organization (new logo, colors, etc.) when you say, 'new visual identity'.

**Answer:** The new identity is for the campaign only.

21. Do you have a current brand guide?

**Answer:** Yes, but it needs to be updated.

22. While the campaign is national in scope, are there geographic priorities?

**Answer:** No

23. Do you have a sense of what downloadable materials CHCs need, or even if they would be willing use NACHC-branded materials? Why or why not?

**Answer:** Community Health Centers are very receptive to using materials we make available to augment their communications. They would likely need social media graphics, graphics for print materials, videos, best practice tips, and other assets.

24. What would the review process look like for the branding and messaging? Are there stakeholders outside of the main project team that would need to approve these items?

**Answer:** Yes, NACHC leadership will be part of the review process.

25. Are you expecting visualization of our ideas as part of the proposal response?

**Answer:** No

26. What can you share about why you are interested in this campaign now?

**Answer:** After a series of surveys and strategy meetings with key constituencies, the campaign was identified as a priority to strengthen and expand support for the Health Center Movement.

