



## **Request for Proposal (RFP)**

*Grant Proposal Development, Graphic Design, and Writer/Editor Services*

**RFP Released:** August 21, 2025

**Proposals Due:** September 7, 2025

### Points of Contact

Subject Matter Content Inquiries: Gina Capra ([gcapra@nachc.org](mailto:gcapra@nachc.org))

Submission Process Inquiries: Latisha Harley ([lharley@nachc.org](mailto:lharley@nachc.org))

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## **Organization Overview**

The [National Association of Community Health Centers](https://www.nachc.org) (NACHC) is a national organization that supports federally qualified health centers and federally qualified health center look-alike organizations (also known as FQHCs or Community Health Centers), expanding healthcare services for the medically underserved and uninsured. Founded in 1971 to promote efficient, high-quality, comprehensive healthcare that is accessible, community-directed, and patient-centered for all, NACHC's mission and strategic framework continue to guide our values and priorities as an organization representing the national health center movement.

## **Background**

NACHC's Training and Technical Assistance (TTA) Service Line supports existing and potential health centers in addressing operational demands while maintaining their mission of ensuring access to care, community governance, and service to care for all populations. With a diverse cadre of subject matter experts and delivery methods, NACHC's TTA services are highly utilized and must remain well-prepared to respond to emerging health care delivery issues. To ensure continued impact, NACHC must be able to rapidly and effectively respond to funding opportunities that align with its mission, securing resources that strengthen health centers' capacity and support the delivery of high-quality care.

## **Time Period**

**The time period for services is estimated to be September 26, 2025, through January 30, 2026.** This timeframe may be extended based on formal funding opportunity deadlines, which are not yet available. Vendors must have a flexible schedule to accommodate a possible increase in the volume of hours each week. Preference for a vendor who can participate in multiple virtual or on-site team workshops during the period of performance,

date/time/venue to be determined (TBD). The team workshops will serve as one vehicle for application development meetings with NACHC staff.

Vendor(s) may be retained for future service, based upon successful performance on this advertised activity and availability of future funds.

## **Budget**

NACHC estimated approximately \$25,000 for deliverables in response to this RFP. The selected vendor(s) must provide a comprehensive budget based on the ideal methodology and process used to meet the desired services, scope of work, and deliverables. All costs must be itemized into the appropriate budget categories and must directly relate to the project activities described in the RFP. Budget negotiations may occur.

## **RFP Services Desired**

Through this RFP, NACHC is seeking a qualified vendor with specific expertise in proposal writing and editing that is responsive to funding opportunities suitable for our organization, with a particular focus on opportunities that support TTA to advance healthcare service delivery at Federally Qualified Health Centers (FQHCs). The selected consultant will work closely with NACHC staff to draft, edit, and prepare all required proposal components, ensuring compliance with funder guidelines and alignment with NACHC's strategic priorities. The vendor will be expected to actively facilitate the proposal development process by engaging staff across departments, including senior leadership, to gather input, synthesize perspectives, and drive cohesion across all content areas.

## **Scope of Work and Deliverables**

A selected vendor will:

1. Be familiar with current funding opportunities appropriate and relevant for NACHC (i.e., HRSA Notice of Funding Opportunity (NOFO) for National Training and Technical Assistance Partners).
2. Understand the details of the NOFO evaluation criterion, point assignment, and overall outcomes desired by the funder as described in the NOFO.
3. Design and co-facilitate an internal application development strategy and process in close coordination, planning, and project management with assigned NACHC staff leads. This will include adhering to NACHC data privacy requirements.
4. Consolidate content generated by NACHC staff in response to the anticipated NOFO and serve as a "single voice" writer, graphic designer, and editor for the application components (i.e., Narrative Section, Workplan Activities, etc.).
5. Work closely and regularly with NACHC staff leads via virtual and/or in-person and/or online communications, including a minimum weekly coordination meeting.
6. Provide iterative feedback and polished documents in support of a final, high-quality application.

## **Vendor Requirements**

1. Education – Minimum Bachelor's degree, with preference for educational study in communications, English, technical writing, and/or health care-related field such as policy or administration.
2. Availability/Flexibility – Must have a flexible schedule to accommodate an increasing volume of hours each week, during the period of performance, with preference for a vendor who can participate in several virtual or on-site NACHC team meetings during the period of performance (date/time/venue TBD) for application development.

3. Healthcare and Adult Learning Expertise – Familiarity and experience with learning healthcare systems, community health center programs, health care access issues, primary health care, TTA models, and adult learning principles preferred.
4. Graphic Design/Software Proficiency – Demonstrated evidence of producing polished, professional documents like funding proposal submissions which combine narrative, graphically displayed information (i.e., charts, visual diagrams), and Excel-generated text and numerical data.
5. Communication Skills – Excellent grammar, research, writing, and interpersonal skills in a group setting.
6. Affordable Rates – Hourly rate commiserate with a non-profit organization.
7. Quality Work Samples - Demonstrated success in prior proposal writing for similar type clients preferred.

## Information Requested

**Proposals must be submitted using NACHC's web-based portal.** Incomplete proposals will not be considered. If NACHC selects your proposal, you will be notified on or around **September 7, 2025**.

**Online Submission Portal:**

*Grant Proposal Development, Graphic Design, and Writer/Editor Services*  
[Application Submission](#)

Proposals must contain the following items, which are evaluated based on the specific criteria outlined in the Evaluation table below.

- Point of Contact Information
- Name / Description of Organization
- Quality of Work Samples
- Project Management Plan/Proposal Development Outline and Timeline
- Resume(s)
- Proposed Budget Rates and Budget Narrative
- Signed Statement (see "Attestation" below)

## Attestation

By my electronic signature, I certify that this Proposal reflects my best estimate of the organization's capability and the proper and necessary costs for the project, and the information provided herein is accurate, complete, and current as of the date of my signature below.

I agree that my electronic signature is the legal equivalent of my manual signature on this application.

## Evaluation Criteria

Complete proposals will be evaluated based on the criteria outlined below.

Rating Domain	Application Selection Criteria	Points
<b>Work Sample(s)</b>	<p>A polished, technical document demonstrating written narrative, specific activities, numerical data, and visual display of information.</p> <p>Page Limit: 20 pages</p>	30
<b>Proposal Development Outline and Timeline</b>	<p>Outline and timeline for deliverables demonstrates an intentional, tactical approach that will meet milestone and final due dates. Includes confirmation of availability for increasing volume of work hours each week, the ability to meet/communicate at least weekly with NACHC staff leads, participation in multiple NACHC staff workshops to develop the application (venue TBD).</p> <ul style="list-style-type: none"> <li>○ Please include within this outline and timeline a <b>Confirmation of Availability</b> to accommodate:               <ul style="list-style-type: none"> <li>● An increasing volume of hours each week during the period of performance</li> <li>● Participation in half or all-day application development workshop meetings, virtual or in-person. Note: if travel costs are incurred, these will be covered by NACHC's Travel Policy.</li> </ul> </li> </ul> <p>Page Limit: 10 pages</p>	30
<b>Resume(s)</b>	<p>Demonstrates education and work experience consistent with vendor requirements and scope of work deliverables outlined in the RFP.</p> <p>Page Limit: 5 pages</p>	20
<b>Budget Narrative and Daily/hourly Rate</b>	<p>Reasonableness of the proposed budget for project implementation, inclusive of preparation and delivery to the client. NACHC's non-profit status determines reasonableness.</p> <ul style="list-style-type: none"> <li>● Hourly Rate should reflect the overall cost rate inclusive of any fringe, overhead, and/or general &amp; administrative expense (G&amp;A), if required. Please ensure that costs are accurately delineated using the template categories.</li> </ul>	15
<b>Completeness of Application</b>	<p>The application materials submitted are responsive to the RFP guidance, meet the required page limits, and are clear and complete.</p>	5
<b>Total</b>		<b>100</b>

### Scoring Matrix

- a. NACHC's review team will assign scores on a scale of zero (0) to five (5) where the end and midpoints are defined as follows:

Score	Description	Discussion
0	No Value	The Response does not address any component of the requirement, or no information was provided.
1-2	Below Average	The Response only minimally addresses the requirement and the Bidders' ability to comply with the requirement or simply has restated the requirement.
3	Average	The Response shows an acceptable understanding or experience with the requirement. Sufficient detail to be considered "as meeting minimum requirements."
4-5	Above Average	The Response is thorough and complete and demonstrates firm understanding of concepts and requirements.

- b. A score of zero (0) on any scored requirement may cause the entire application to be eliminated from further consideration.
- c. Application scores will be calculated by multiplying the average (mean) score assigned by the review committee members by the weight assigned to each scored element: Average Score x Weight = Points Awarded