



## **Request for Proposals (RFP)**

### **Project Title: Media Training for NACHC Leadership, Staff, and Board**

RFP Released: October 2, 2023

Proposals Due: October 27, 2023, at 5 pm E.T.

*Questions on the RFP must be received by TBD for NACHC staff to internally review and post responses by TBD.*

## Organization Overview

The **National Association of Community Health Centers** (NACHC) is the leading national advocacy organization supporting Community Health Centers and the expansion of health care access for the medically underserved and uninsured. NACHC's membership comprises the majority of the nation's 1,400 health centers and was founded in 1971 to promote the provision of high-quality, comprehensive, and affordable health care that is coordinated, culturally and linguistically competent, and patient-centered for all.

## Project Overview

Through this Request for Proposal (RFP), NACHC is seeking a vendor to provide comprehensive media training for its leadership and staff (approximately 31). The primary objective is to prepare staff as content experts who can effectively engage with print, electronic, and digital media and stay consistent with NACHC messaging.

**Goal Statement:** To prepare NACHC staff and leadership as media-ready content experts and to create a consistent and effective messaging script describing the mission and success of health centers and their essential role in the U.S. health care system.

**Aim Statement:** The training should educate attendees about the current media and health care media landscape and include strategies to break through the busy news cycle with effective messages; provide tools and skills to nimbly engage reporters with dynamic and succinct points and communicate the value of health centers to broader audiences.

### **The training should include the following:**

- Optional opportunity for direct one-on-one coaching for on-camera interviews for each attendee with feedback and begin with an evaluation of key NACHC messages.
- Strategies to break through the crowded news cycle and generate engagement.

### **Media Training for NACHC Leadership, Staff, and Board**

- What to avoid in media interviews and other important conversations (show video examples of interviews that illustrate poor message strategy and delivery).
- Understanding the difference between off-the-record and on background.
- Handling difficult questions from reporters & correcting misinformation.
- Staying on your messaging (Bridging).
- Avoiding media traps.
- Learning to be a good storyteller.
- Speaking in sound bites.
- Recovering from interview mistakes.
- Staging a news conference.
- Social media best practices

### **Social Media Training for NACHC Executives and Subject Matter Experts & Brand Ambassadors**

To expand more on social media best practices, the training should include how to use social media to build thought leadership, credibility, brand awareness, and industry relationships. Specifically, we seek training for staff in the following areas:

- How to integrate social media into existing work habits – repurposing content, scheduling tools, other tips
- How to optimize their professional LinkedIn profile and use the platform to establish expertise and engage with partners
- Best practices for posting on LinkedIn, X, Instagram, and Facebook
- Tips for easy ways to create images to post – e.g., taking photos at events
- How to use LinkedIn, X, and other social media platforms to amplify their and NACHC’s work and participation in industry events

## Training Tasks and Deliverables

Selected vendor will collaborate closely with NACHC’s communications division.

### **The scope of work encompasses the following:**

#### **Task 1: Development of Training & Preparation**

- Set training location in coordination with NACHC project staff lead. An option could be one day with all attendees and half a day with certain staff.
- Create a training schedule with topics and breakouts (including one-on-one training schedules for direct feedback and coaching). Pre-training for attendees can include a webinar perhaps with assigned reading and/or homework to write messages and/or videos themselves so they can receive feedback.
- Provide any training equipment needed (cameras, monitors, etc.).

#### **Task 2: Training**

- Training could be broken down into two days and could include a webinar component. Optional extra house for subject matter experts after the training.
- Trainers will explain to attendees the importance of consistent and plain-language messaging.

- Trainers will provide an overview of the current media landscape and help attendees gain a broad understanding of how to effectively engage with data, reporter releases, etc.
- Trainers will show examples of successful interview techniques.
- Trainers will provide a practice session of a recorded interview with immediate feedback to participants.
- Trainers will provide a cheat sheet of materials for attendees that includes: a one-pager of key messages about health centers and a cheat sheet of successful interview techniques.

### **Task 3: Quality Assurance**

- Trainer will provide evaluations to staff for feedback at the close of the training.

## Anticipated Selection Schedule & Timeline

The anticipated RFP schedule is as follows:

- RFP Release Date: October 2, 2023
- Deadline for Questions: October 27, 2023
- NACHC Responds to Questions: October 9, 2023
- RFP Submission Deadline: October 27, 2023
- Selection of Top Proposals: November 1, 2023
- Contracting & Meetings: November 6-10, 2023
- Contract Award: November 13, 2023

The expected Project Timeline is as follows:

- Project Kickoff: November 17, 2023
- Desired Launch Date: December 4, 2023

## Submission Guidelines and Requirements

Respondents to this RFP must submit their proposal as an attached PDF by email to **communications@nachc.org**. Responses must be received no later than October 27, 2023.

### Elements of Proposal

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, and names and credentials of

the team who would work on this project.

- A narrative outlining the firm’s strengths and distinguishing skills or capabilities as they may relate to this project.
- Description of similar projects completed for other clients, including at least 1 reference we can talk to.
- An outline of the approach the firm would take in completing this project, including but not limited to:
  - A media training schedule that includes small groups and one-on-one feedback.
  - A list of resources and equipment needed.

## Evaluation Criteria

A team representing multiple divisions within NACHC will evaluate proposals. The successful respondent will have:

- Demonstrated experience, knowledge, skills, and qualifications, both for the firm and the individuals who will be available to provide these services.
- Expertise in working on similar projects and experience with nonprofits or associations.
- Firm understanding of our project needs, and ability to communicate clearly how they will be met.
- A competitive cost of services

Selection Domain	Application Selection Criteria	Points
<b>Capability Statement/ Experience/</b>	Capability statement that demonstrates the organization’s ability to conduct media training.  Shows success with other organizations by providing media training. Include testimonials or references from at least one client.	30
<b>Work Samples/Reference</b>	Sample products are of high quality and consistent with NACHC standards.	20
<b>Potential ideas</b>	Demonstrates understanding of project goals and provides good ideas for potential discussion.	15

<b>Proposed Project Workplan and Timeline</b>	Demonstrates a clear understanding of the project needs which includes a proposed work plan that is clear, manageable, and achievable.	20
<b>Budget/Hourly rate, Budget Narrative</b>	Proposed budget and budget narrative are reasonable and match market for the work.	15
<b>Total</b>		100