



## **Request for Proposals**

### Marketing & Communications Strategy and Implementation for The Midwife Center

**Request for Proposals Issued:** December 11, 2023

**Deadline for Submissions:** January 22, 2024 at 11:59 PM

#### **INTRODUCTION**

The Midwife Center (TMC) promotes wellness by providing exceptional, client-centered primary gynecological, prenatal, birthing, and postpartum care in southwestern Pennsylvania's only independent birth center. Since 1982, the certified nurse-midwives, nurse practitioners, nurses, and other providers of TMC have cared for thousands of clients and their families. In addition to primary gynecological, family building, prenatal, birthing, and postpartum care, TMC offers behavioral health, support groups, educational classes, lactation consultation, lab work, ultrasounds, resource referrals, and more in a comfortable, home-like environment. Our [annual report](#) provides more information about our impact.

As a nonprofit health provider, The Midwife Center recognizes the importance of increasing access to its services that result in better health outcomes and significantly reduce racial disparities. The Midwife Center is uniquely positioned to address the poor and disparate maternal and infant health outcomes experienced in the Pittsburgh region by providing individualized care, genuine compassion, and cultural responsiveness to our clients and community as well as our staff and students. Our [statement on diversity, equity, and inclusion](#) provides more information about our values and principles.

TMC's certified midwives, nurse practitioners, and nurses believe that pregnancy, childbirth, maturation, and menopause are natural processes. We use the safe, evidence-based midwifery and birth center care models and specialize in keeping clients healthy through these life processes. TMC is family-focused, with family members, friends, and other support people always welcome at appointments and during labor and birth. We serve a large, diverse clientele and strive to support communities who experience poor health outcomes. We accept most major private and public insurance and provide sliding-scale or no-cost care to low-income individuals without insurance. We are an LGBTQIA+ affirming healthcare provider.

- Website: <https://midwifecenter.org/>
- Facebook: <https://www.facebook.com/TheMidwifeCenter/>
- Instagram: <https://www.instagram.com/midwifecenter/>
- Twitter: <https://twitter.com/midwifecenter>

#### **PROJECT OVERVIEW**

TMC seeks proposals from diverse and qualified consultants and firms to leverage our existing brand identity guide to create, implement, and evaluate a marketing and communications plan, primarily focused on digital strategies, to support our brand awareness and client recruitment goals. TMC seeks to grow our client-base to provide high-quality care to more people and strengthen its financial position.

#### **Goals:**

- Brand Awareness: Increase awareness of TMC as a safe, compassionate, client-centered alternative to hospital-based prenatal & birthing care, primary gynecological services, and other reproductive health services.
- Client Recruitment: Increase the number of clients who initiate and receive care with TMC, focusing on: prenatal & birthing care; primary gynecological services; lactation consultations, and family building services (IUI/IC1).
- Sustainability: Increase TMC's knowledge and capacity to implement effective communications campaigns and track metrics, especially across social media, web, and other digital platforms.

**Barriers to Success:**

- Lack of sustainable funding and staff capacity for ongoing digital marketing
- Lack of institutional expertise around digital marketing strategies
- Misconceptions about midwifery care, primarily regarding safety, cost, and scope of services
- Little fish in a big local market, relied on word of mouth in the past

**Budget:** The initial contract shall not exceed \$20,000.00, including both professional services and the cost of the actual advertising and media buys.

**Contract Terms:** The term of the contract shall be for one (1) year, commencing March 1, 2024 through February 28, 2025 with an option of renewal for one (1) additional year upon satisfactory performance, pending available funds, and by mutual consent of both parties.

BIPOC, LGBTQIA+, and women-owned businesses are strongly encouraged to submit.

**SCOPE OF WORK**

TMC seeks to collaborate with an individual or organization that understands our mission and aligns with our core principles to create and execute a marketing and communications plan, with a particular focus on digital strategies. The consultant for this project will provide services in the following areas:

- 1) **Discovery:** Understand the regional market, refine our target audiences, and establish objectives based on available resources including data from previous campaigns.
- 2) **Strategy:** Develop marketing and communication tactics that will help us achieve our objectives. This can include creation of content and copy, digital advertising and social marketing buys, SEO, and other methods. All content should adhere to our existing brand identity, but there will be opportunities to enhance brand guidelines and establish best practices. Identify key metrics and implement tools to effectively monitor campaign progress, including an established timeline with benchmarks.
- 3) **Execution:** Execute and manage tactical work streams, including campaigns, ad placement, monitoring and analytics, and regular reporting.
- 4) **Partnership:** Impart knowledge and skills upon TMC staff to enhance organizational capacity and ensure the sustainability of marketing and communications efforts beyond the scope of the contract.

**PROPOSAL EVALUATION**

Respondents to this RFP must demonstrate the ability to perform digital marketing strategy, analyses, campaign development, and creative services. TMC will consider the following when selecting a consultant:

- Demonstrated understanding of TMC's mission
- Familiarity with TMC's service area (Greater Pittsburgh Region) and target audiences, which broadly include women and people of other genders who are seeking or would benefit from our services
- Qualifications and experience providing similar services (email marketing, SEO, graphic design and content creation, data analysis, social media management), especially for healthcare and/or public health organizations
- Demonstrated understanding of the challenges, nonprofit workforce, and budgetary constraints
- Demonstrated commitment to diversity, equity, and inclusion
- Capacity to manage the project, meet reasonable deadlines, and complete the scope of work within the agreed upon timeline, barring extenuating circumstances.



- Ability to meet communication standards, including maintaining an email response time within one week and providing consistent updates about progress, roadblocks, and other relevant information, barring extenuating circumstances.
- Ability to prioritize and adapt strategies as needed to meet key objectives.
- Experience with Facebook Ads Manager and other Meta platforms, Google Analytics and Google Business, CMS, CRM, etc. TMC currently uses: BlokBlok CMS, DonorPerfect, Constant Contact, Hootsuite, and Canva.

## SUBMISSION REQUIREMENTS

- 1) Cover page with name, mailing address, phone number, and email of designated point of contact
- 2) Proposal narrative (limited to five pages) that includes:
  - a) Description of company, key team members, organizational services, and why you are a good fit for TMC
  - b) Description of how you would approach the project work and two to three tactics you might utilize
  - c) Description of your preferred style of project management and collaboration, including how the project will be tracked, how you will report progress, and how you will interface with TMC staff
  - d) Proposed budget (not to exceed \$20,000.00, including both professional services and the cost of the actual advertising and media buys). You may provide an 'a la carte' pricing chart if appropriate. Describe any initiatives or strategies that you might engage to maximize the limited resources available.
- 3) Two campaign case studies with metrics, preferably from nonprofit and/or healthcare/public health clients
- 4) Two references, preferably nonprofit and/or healthcare/public health clients or partners

Please submit your proposal to Katie Phillips at [k.phillips@midwifecenter.org](mailto:k.phillips@midwifecenter.org) with the subject line: *Marketing Proposal Submission* by 11:59pm on January 22, 2024.

**Contact:** Katie Phillips / Email: [k.phillips@midwifecenter.org](mailto:k.phillips@midwifecenter.org) / Phone Number: 267-809-1735

## SELECTION PROCESS

- 1) **December 11, 2023:** Request for Proposals Issued
- 2) **January 10, 2023 at 12pm EST:** Information Session via Google Meet
  - a) You are welcome to join us for a preliminary information session to learn more about the project before submitting your proposal. The information session will be recorded and distributed to all bidders upon request. Contact [k.phillips@midwifecenter.org](mailto:k.phillips@midwifecenter.org) to RSVP. All questions and answers directed at TMC leading up to the submission deadline will be shared in a public document for all bidders to reference.
- 3) **January 22, 2024 at 11:59pm EST:** Submission Deadline
- 4) **February 2, 2024:** TMC will score applications by this date and invite the top 3 candidates to interview.
- 5) **Once the Contract with the Winning Bid is Established:** TMC will announce the candidate selected and notify all bidders.

