



Family Health *La Clinica*

400 S. Townline Road
Wautoma, WI 54406

Request for Proposal
La Clinica de los Campesinos
DBA Family Health La Clinica
Branding, Naming, Logo, Graphic Design, Communications, and Website Development

ORGANIZATIONAL INFORMATION:

Name: Family Health La Clinica
Contact: Lisa Kilawee, Director of Strategic Community Engagement
Lisa.kilawee@famhealth.com
605-941-2945

ISSUE DATE: 6/1/2020

SUBMISSION DATE: Vendors must notify Family Health La Clinica (FHLC) of their interest to participate by 6/12/2020 Final proposals should be submitted to Lisa Kilawee (Lisa.kilawee@famhealth.com), no later than 5:00 p.m. CST on 6/26/2020

THE PROJECT:

Overview

La Clinica de los Campesinos, doing business as Family Health La Clinica, seeks proposals from qualified persons or agencies to provide a Name Change Recommendation, Branding Strategy, Logo & Graphic Design, Marketing/Communication Plan, and Website Development.

This RFP establishes the minimum requirements vendors must meet to be eligible for consideration. It also contains a request for information to be included in the Agency/Individual bid response. The selection of an Agency/Individual will be made based on evaluation and determination of the relative ability of each to deliver quality service cost-effectively. The following specific criteria will be evaluated and must be addressed in the proposal:

- Company / Individual
- History and Experience
- Work Samples
- Price
- References

Proposals should be no more than 12 pages, excluding budgets, timelines, and references.

About Family Health La Clinica

Family Health La Clinica (FHLC) organized as a non-profit organization in 1972 and receives funding from the U.S. Bureau of Primary Health Care's Federally Qualified Community Health Center program. FHLC services initiated in the provision of services to migrant and agricultural workers (MSAW) through service

delivery at migrant camps. Approximately twenty-five years ago, FHLC services grew to year-round health center services. FHLC provides primary outpatient medical, dental, behavioral health/Addictions/Recovery services and WIC programming at its main site in Wautoma, WI, behavioral health and recovery services in Friendship, WI and dental services in Stevens Point, Mauston, and Beaver Dam, WI. FHLC also delivers school-based dental services and provides medical and dental services throughout the state via a mobile unit. WIC services are also offered at the Wautoma health center site. FHLC serves a ten-county area in rural Central Wisconsin (Portage, Waupaca, Juneau, Adams, Waushara, Marquette, Green Lake, Sauk, Columbia, and Dodge) and the entire state for MSAW. FHLC's mission is to improve the health and well-being of all people in communities we serve. FHLC offers sliding-fee scale services for qualifying patients. FHLC leadership has set a goal of expanding all sites to include all services (primary medical, dental, behavioral health, and substance abuse services) at all locations.

FHLC emphasizes the reality that a wellness lifestyle is necessary for good health. The FHLC model of care is based on shared responsibility. FHLC does not provide free care; however, we provide affordable care for a reasonable fee based on an individual's ability to pay for the services.

FHLC recognizes the journey towards "whole health" is extremely complex — it includes providing jobs, transforming the physical landscape, and empowering people to take charge of their own health and the health of their community. Our hope is to catalyze community transformation. As part of our ongoing commitment to whole health and towards serving underserved people of Central Wisconsin, we have and continue to expand a full scope of services across our ten-county service area, and across the state through our Mobile Health Center (MHC) services targeted to the MSAW population, specifically in the counties where we have a physical presence which includes Waushara, Dodge, Adams, Juneau, and Portage counties.

About FHLC Marketing Resources

FHLC does not have a dedicated marketing team, and marketing-related activities were dispersed among various staff. Currently, marketing is overseen by the Director of Strategic Community Engagement, who has expertise in community health center and public health. An additional staff person dedicates approximately thirty percent of their time to marketing activities. These activities include developing business cards, flyers, and print-advertisements from Adobe Illustrator templates, and updating and developing brochures from Microsoft Publisher templates. The currently used email platform is Outlook. Staff actively maintains its Facebook and LinkedIn pages and recently added the use of Twitter, Instagram, and YouTube. Currently, a scheduling tool is not used for social media, and we plan to use one in the future. Presently a Client Relationship Management System is not used, but there are plans to adopt and use one in the future. Going forward, staff plan to continue to use Illustrator and InDesign, as well as Canva for social media, and a scheduling tool for social media. We recently adopted a monthly content schedule of health-related topics to focus on that relate to various quality measures.

Purpose for Request for Proposals

The current FHLC brand and name present ongoing internal and external challenges for designers and marketing staff. The artwork requires modernization, and the total number of names is becoming unmanageable from an operational standpoint. More importantly, the Name Family Health La Clinica is limited in terms of community perception of the targeted population. We recognize that the branding approach taken historically is not viable moving forward as it lacks the coordination and cohesive look and feel across marketing channels and branded materials. Our expanding organization requires a look, feel, and presence inclusive of the diverse cultures, legacies, and histories across our entire service area. We are looking for unity and simplicity for all stakeholders.

FHLC stakeholders to be considered:

- Staff- administrative, clinical, behavioral health, oral health, community outreach, finance
- Local & regional partners including- schools, social service agencies, chamber of commerce
- Existing and potential funders
- Regulatory & compliance agencies

- Academics & higher education
- Potential staff- including physicians and other licensed healthcare professionals
- Patients & community members (existing and potential), particularly those where FHLC has a physical location (Wautoma, Beaver Dam, Mauston, Friendship, Steven's Point).
- Community healthcare partners- Public Health, Human Services, Hospitals, Veterans Administration
- Corporate community partners
- All residents of the rural ten-county service area, and all Migrant and Seasonal Agricultural Workers across Wisconsin.

A comprehensive proposal is requested, but Vendors are encouraged to provide a multi-phased approach with respective price break-outs for each phase. Proposals should provide us with an understanding of the process you/your agency will employ to incorporate information from our broad group of stakeholders and execute the deliverables of this RFP:

- Craft our new brand inclusive of naming, logo design and provide an implementation roadmap and Brand Style Guide, so our internal marketing team can carry on the work.
- Develop an enterprise-wide marketing and communications plan to connect all stakeholders to our brand that is multi-channel and includes signage.
- Design and build our new website home. The website must represent all five FHLC sites and reach residents in the ten-county service area, as well as the MSAW population and the partner organizations that serve this population.
- Recommend Client Relations Management (CRM) software to be used for managing communications with various stakeholder groups.

Additionally, the website should be:

- Accessible: Mobile responsive, ADA compliant & Multilingual capable
- Easily navigable: To ensure easy access to information within the site
- SEO Friendly: Modern code and SEO-friendly content

Develop brand templates for our internal marketing team to leverage across print, web and social media. Templates should include:

- Vector files and ai templates
- Social media image template.
- Service-line one pager template
- Tradeshow exhibit template
- e.. Newspaper advertisement template
- Social/electronic media template
- Recruitment templates for employment advertising

Assisted in developing a cohesive, multi-channel communication strategy (press releases, newsletters, website, social media).

Consider the following when reviewing the FHLC logo and designs (*see examples and branding guidelines*):

- The current name and logo are reflective of FHLC's roots in serving the Migrant and Seasonal Agricultural Worker population and are not reflective of the entire, current service area population.
- The current logo does not reproduce well for print, digital, or web-based material.
- We have been using multiple colors and designs of the logo- which is confusing to internal and external stakeholders. A consistent color palette selection may make the name and logo more recognizable and memorable.
- The long name and combined logo are not mobile and social media-friendly.

- The name and logo chosen should accommodate five sites located in five different communities, some of which are currently only single service sites but are poised for future growth and expansion.
- A new name and logo may be able to represent the unity and partnership focus of the organization.
- A new logo should be ably available in both large scale and small-scale artwork
- A new logo would be flexible for both print and electronic media.
- A new logo would also function as a reverse-out.

Scope of Work

FHLC seeks a partner with a proven track record for creative excellence in brand development, marketing & communication plan development and deployment to develop a process and strategy to engage internal and external stakeholders in a renaming and rebranding initiative. The overarching goal is to have a consultant or agency:

- Assess the impact (positive or negative) of a rebranding and renaming of the organization while building consensus among stakeholders.
- Develop a brand platform for FHLC, including positioning, alignment, personality, promise, differentiation, and value proposition.
- Develop an architecture to support current brands and relationships between brands as they travel across marketing channels and programs.
- Create an updated visual brand identity and naming conventions across the current organization and future growth
- Provide design templates for channels and programs outlined above.
- Develop a style guide and graphic standards for future use by FHLC's internal staff.
- Develop a website reflective of the new branding that showcased services and locations.

The renaming and rebranding process should include:

- Discussions with the FHLC Marketing, Leadership Team, and Board about current design challenges and future FHLC partnerships
- Examination of existing FHLC Focus Group data related to brand awareness
- Community input
- Development of a project timeline and approval process
- A brief review of key competitor assets
- A limited number of interviews (vendors should respond with recommendations) or a survey of a representative sample of key stakeholders. This may include members of the board, or community collaboratives, partner organizations, staff, and key leaders across all communities in the service area.
- Development of names and logos for final review by the FHLC Leadership Team, Board and staff (may utilize a contest for community members, and/or internal staff to generate ideas)
- Once the final name and logo are finalized, the creation of graphic standards and style guidelines, templates, and usage examples for the annual meeting program, e-marketing, print media, social media, and FHLC website.

The final implementation and deploying the new look and feel across numerous marketing channels will be implemented by in-house staff.

PROPOSAL REQUIREMENTS:

Overview, History, and Organization

Please provide a brief agency or professional history, organizational summary, and portfolio (or direction to an online portfolio) of past work. In addition, provide the following:

- Office registered name (corporate, DBA, partnership, etc.)
- Dun & Bradstreet number (if available)
- Primary and secondary SIC numbers (if available)

- Address
- Telephone number
- Contact person
- Title
- Direct telephone / mobile phone
- Person authorized to contractually bind the organization for any proposal against this RFP.
- Year established, and number of years company and any joint proposal partner have been offering graphic design, advertising, public relations, or website design.

Project Summary

Vendors should provide a brief overview of the engagement and their approach to the scope of work.

Project Management Approach

Include the method and approach used to manage the overall project, timelines, milestones, billing, and invoicing. Briefly describe how the engagement will unfold from beginning to end. Please include a timeline for completion and an estimate of the time required of staff and stakeholders in the process. Both are of critical importance.

Budget

FHLC expects an outline budget and budget narrative, describing expenses associated with the scope of work. FHLC realizes some of the work may need to be sub-contracted or generated via a separate contract with additional vendors. FHLC requires proposals to enumerate services and scope that will be accomplished by the applicant organization and which, if any, services will need to be sub-contracted or sought outside of this proposal. For example, individuals or vendors who do not provide graphic design or web design work will need to specify within the proposal that these services will be sub-contracted (name the vendor and budget) or require FHLC to seek these services through separate RFP/contract with additional vendors. Vendors are encouraged to submit a multi-phased approach.

Itemized Pricing

FHLC desires an all-inclusive price/cost quote that covers all costs related to the project including a kick-off meeting with the FHLC team, a brief review of competitor assets, interviews or surveys with stakeholders to assess the impact of renaming and rebranding, development of 3-5 names, development of 3-5 logos for leadership review and feedback, naming exploration, fonts, graphics, templates, and sub-brands as outlined above. Please note that except for the website development, the final implementation of carrying the new look and feel across the organization, online properties, and marketing channels as well as a branding campaign to FHLC audiences will be sustained by internal staff, which may require some training & development by the vendor with internal staff.

Please include a fee breakdown by project phase. Costs should be broken out by individual line items, including graphic design, project management, equipment and materials, travel, research, etc.

Project Staffing

Include relevant experience of key staff, designers, and management personnel. Describe the qualifications and relevant experience of the individuals that would be assigned to this project by providing biographies for those staff members.

References

Provide two current corporate references for which you have performed work similar in size and scope. Experience in branding work for non-profit or healthcare organizations is preferred. For each reference, including the following information:

- Organization name

- Address
- Type of organization
- User contact(s) (two if possible)
- Title(s) of user contact(s)
- Telephone number(s) and email address(es) of user contact(s)
- Description of the project
- Previous logo (if any) and final logo/ branding guidelines

Proposal Evaluation and Submission

Award of the contract resulting from this RFP will be based upon the most responsive vendor whose offer will be the most advantageous to FHLC in terms of brand awareness as specified in this RFP. However, FHLC reserves the right in its sole discretion and at any time to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent;
- Accept other than the lowest price offered;
- Award a contract based on initial offers received, without discussion or requests for best and final proposals; and
- Award to more than one respondent.

Proposals may be mailed or emailed to:

Lisa Kilawee, Director of Strategic Community Engagement
 Family Health La Clinica
 400 S. Townline Road
 Wautoma, WI 54982
Lisa.kilawee@famhealth.com

Due Date

A written or electronic confirmation of the vendor’s intent to respond to this RFP is required by 6/12/2020. All proposals are due by 5 p.m. CST on 6/26/2020. Any proposals received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

Schedule of Events

Event	Date
RFP Distribution to Vendors	June 1, 2020
Vendors notify FHLC of their interest to participate	June 12, 2020
Proposal Due Date	June 26, 2020
Target Date for Review of Proposals and Discussion with Finalists	July 10, 2010
Anticipated Decision and Selection of Vendor(s)	July 20, 2020
Anticipated Commencement Date of Work	August 17, 2020
Desired Completion Date	To be determined based on project phases.

Evaluation Criteria

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to requirements. Evaluation offers will be based upon the vendor's responsiveness to the RFP, experience, and work samples, and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a vendor or vendors:

1. Submission of all the requested information.
2. The extent to which the vendor's proposed solution fulfills FHLC stated requirements as set out in this RFP.
3. An assessment of the vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The vendor's stability, experience, and record of past performance in delivering such services.
5. Availability of high-quality personnel with the required skills and experience for the specified approach proposed.
6. Overall cost of the vendor's proposal.

Terms of Agreement

Family Health La Clinica (FHLC) reserves the right, in its sole discretion and without incurring any liability to any respondent, to modify or terminate this RFP at any time prior to the execution of a contract, and, at its sole option, to accept or reject any proposal for any reason. All expenses for respondent's preparation and participation in the RFP process, including, but not limited to site visits, document preparation, communications, presentations, and demonstrations, are entirely the responsibility of the respondent and will not be billable to FHLC. The rejection of any or all proposals, or the termination of the RFP process at any time, will not render FHLC liable to any Respondent for any reason.

In the event multiple vendors submit a joint response to this RFP, a single vendor shall be identified as the prime vendor. If selected, prime vendor responsibilities shall include: (i) performing overall project administration, (ii) serving as the coordinator of all secondary vendor activity, (iii) integrating and monitoring plans and schedules, (iv) managing changes as required, (v) presiding over other vendors participating in FHLC meetings and (vi) overseeing project reporting and presentations. Prime vendor shall be expected to prepare and present a consolidated, detailed invoice for products and services delivered by multiple vendors. FHLC shall issue only (1) check for each consolidated invoice, and release of funds will be coordinated with milestones and work accomplished based on workplan/project plan and timelines.

(Title) Director of Strategic Community Engagement

(Please print name) Lisa Kilawee (Date) 5/26/2020