

— REQUEST FOR PROPOSALS —

**Brand Refresh for Community Health Foundation**

**Due: January 16, 2025**

## Project Summary & Background

The [Partnership for Better Health](#) is a nonprofit community foundation that works collaboratively with key stakeholders throughout Central and Western Cumberland County, Perry County, Northern Adams County and Greater Shippensburg. Founded in 2001, our mission is to champion and invest in ideas, initiatives and collaborations to improve the health of the people and communities in our region. We achieve this through a blend of strategies that include strategic grantmaking, policy advocacy, nonprofit capacity building and public education about key health issues.

The Partnership is seeking proposals from interested consultants and firms to guide a brand refresh to be implemented starting July 1, 2026. We seek a consultant that can help us promote the work we do and align our branding with the goals outlined in our strategic plan:

- Goal 1: Create equitable and inclusive organizational policies and practices.
  - Cultivate an organization that encompasses comprehensive policies and practices that uplift, empower and involve justice, health equity, diversity, inclusion and belonging in internal operations and culture.
- Goal 2: Build equitable, just, and inclusive community investment processes.
  - Part A: Build an equitable and inclusive community investment process consisting of grants and initiatives.
  - Part B: Build an equitable and inclusive community investment process consisting of Community Engagement, Partnerships and Policy Advocacy.
- Goal 3: Center People with Lived Experience (PWLE) in building community health solutions.
  - Center people with lived experience in building healthier communities.
- **ELIGIBLE APPLICANTS:** Applicants should demonstrate capacity in design work for nonprofit organizations, and familiarity with community health and philanthropy. Experience considering accessibility concerns and best practices is required. An understanding of the social determinants of health and previous work with organizations that are committed to centering people with lived experience is a plus.
- **CONSULTING ROLE:** The selected consultant(s) will be asked to work closely with the foundation's staff to: 1) swiftly understand our organization's history, values, and work within the community; 2) consider necessary graphics and visuals to represent our work; 3) integrate values into meaningful graphics that can reach a wide audience; 4) update branding guide with best practices and accessibility in mind; 4) provide high-quality graphics to be used in print and digital formats.

The consultant will work with the foundation's staff to refine the scope of the brand refresh.

Potential updates and graphic needs include:

- Color scheme and inclusion of tertiary colors
- Refreshed logo
- Graphics to highlight the Social Determinants of Health  
<https://odphp.health.gov/healthypeople/priority-areas/social-determinants-health> or Vital Conditions for Health and Wellbeing <https://rippel.org/vital-conditions/>
- Graphics for Partnership programs and initiatives: Match Madness, Champions for Better Health, Wellness@Work

- Updated physical signage for the building and grounds.

The consultant will provide best practices for building on brand visibility, consider accessibility, and work to coordinate the brand refresh with ongoing strategic plan refresh efforts.

Upon request in drafting your proposal, the Partnership can provide our current branding guidelines and strategic plan. A draft updated strategic plan will be available in March 2026.

- **TIMELINE:** The *Brand Refresh process* is expected to last approximately two months, beginning in February 2026 and concluding April 2026. Some meeting times may be flexible and based upon the consultant's proposed approach.
- **BUDGET:** Budgets are expected to be less than \$5,000.

## Proposal Requirements & Contact Information

Proposals do not need to be lengthy and may be 5 pages or less (excluding biographies and references). Please include the following components:

1. **Qualifications:** Individual and/or firm profile, length of time engaged in design work, and examples of recent relevant projects. A summary explaining why you/your group is well qualified for this project.
2. **Biographies** for key individual(s) leading the project.
3. **Approach:** Description of the consultant's interest in this project and proposed approach to complete the work described herein.
  - a. Why are you interested in this project?
  - b. What are your proposed strategies to complete the *brand refresh*? What project management methods will you use?
  - c. What experience do you have considering accessibility features in branding?
  - d. How will our [values](#) be incorporated into your *brand refresh* process?
  - e. What other resources are you able to offer, such as unique design features or format provided?
4. **Timeline:** Confirmation of the individual's or firm's availability to begin the project in accordance with the proposed schedule (see below), noting any additional project activities, if desired.
5. **Budget:** Please submit a simple budget and/or budget narrative confirming use of funds.
6. **Three References:** Include name, affiliation/relationship, address and phone number.

**Bidding Process:** Proposals may be submitted via email to Antonia Price at:

[Antonia@ForBetterHealthPA.org](mailto:Antonia@ForBetterHealthPA.org). Please feel free to direct possible questions about this RFP to Carol Thornton (717-960-9009 x7).

- **Confirmation:** You will receive an email confirming our receipt of your proposal within one business day. If you have not heard from us by then, please call us directly so that we can ensure we have received your materials (Antonia: 717-960-9009 x2).

| Proposed Project Timeline   |                     |
|-----------------------------|---------------------|
| Release of RFP              | December 3, 2025    |
| Proposals Due               | January 16, 2026    |
| Finalists Notified          | January 23, 2026    |
| Finalist Interviews         | January 26-30, 2026 |
| Selection Announced         | February 6, 2026    |
| Anticipated Start Date      | February 23, 2026   |
| Anticipated Completion Date | April 14, 2026      |

## Selection Process

A workgroup comprised of community volunteers, Partnership for Better Health board members and staff will consider each proposal carefully and base its selection on the following steps.

**Step 1: Review of Qualifications**

The workgroup will determine which groups or individuals are best qualified to complete the project based upon quality of proposals, fit with priorities described above and expertise in Strategic Planning.

**Step 2: Interviews with Finalists**

The workgroup will invite finalists to meet with us and make a presentation of their proposed approach and desired outcomes. The workgroup reserves the right to determine the number of finalists and anticipates that 2 to 3 individuals/groups will be selected for interviews.

**Step 3: Calls to Listed References**