



REQUEST FOR PROPOSAL:
Public Education Digital Content Strategy and Management
MissouriHealthMatters.com

Release Date: Nov. 4, 2024

Due Date: Nov. 25, 2024

INTRODUCTION

MHA is seeking to contract services from a professional communications and digital marketing firm to carry out a statewide digital marketing education initiative.

This education initiative will build on MHA's long-term commitment to educating the public about how Missouri's hospitals work to improve the health and health care of all Missourians. The initiative should be focused on building trust with the public by educating Missouri citizens about how Missouri's hospitals work to serve their patients and communities, telling the rich human stories that benefit from the care of Missouri's hospitals and their innovations, and demonstrating the clear contrast of how hospitals provide care despite constant financial and administrative burdens caused by corporate profiteers. More information about MHA's public education resources can be found at MissouriHealthMatters.com.

COMPANY BACKGROUND

Established in 1922, the Missouri Hospital Association is a not-for-profit membership association located in Jefferson City, Mo., that provides advocacy, education and data analysis for the state's hospitals. MHA represents 137 hospitals ranging from large urban referral centers to small rural hospitals. The diverse membership includes acute care hospitals, rehabilitation and psychiatric care facilities, and state and federal hospitals.

SCOPE OF WORK

This project requires content creation (including written copy, original graphics, photography and video), publishing, monitoring and response, and metrics/analytics to adapt and continually improve the project's desired key performance indicators and overall outcomes. Social media content should be produced for MHM's Facebook page, which currently has more than 50,000 followers. Additionally, regular content should be developed for Instagram with the goal of growing the audience on that platform. Emails will be distributed using One Click Politics, MHM's digital advocacy tool.

The project should deliver information about health care, especially hospital care, including how it works, the importance of removing barriers so hospitals and providers can even better care for their patients and communities, how Missouri's hospitals serve their communities, and to call upon Missourians to help protect their access to affordable care where they live. The project's content should connect with all Missourians.

The project should propose a monthly baseline for content creation and publishing to reignite the existing grassroots network and grow that network size and level of engagement year-over-year. The project should also allow for special campaigns and ad buys for timely advocacy-related ad buys related to calls to action. These extra buys will be implemented as needed. A cadence of three a year on average, each running from two to eight weeks is likely.

VENDOR REQUIREMENTS

To be considered for this contract opportunity, vendors should:

- Demonstrate their experience in successfully educating targeted and diverse (geographic, political and socio-economic) Missouri audiences about public policy issues
- Provide highly responsive ongoing strategy, content and monitoring support
- Provide information on agency size, including an organizational chart
- Provide background information of executive team members, noting their specific training, certifications and/or recognition in digital marketing
- Provide a list of all personnel who will be working on the project
- Disclose any potential conflicts with existing clients
- Proof of media liability insurance coverage, preferred \$1 million minimum

PROPOSAL REQUIREMENTS

To be considered for this contract opportunity, vendors must include the following in their proposal:

1. Introduction summarizing your company's background, resources and relevant experience.
2. A portfolio of up to three completed projects, preferably of a comparable size and scope, noting the client's goal and how you achieved the client's objective.
3. References from past projects, preferably matching the example projects.
4. A proposed vision for the project. Sample content concepts are welcome.
5. Proposed schedule for the project, including project stages with deadlines, key milestones, deliverables and payments.
6. Identify the company's point of contact for this project, including name, title, phone and email address.
7. Proposed budget for the project. The proposed budget should include a suggested work plan and a breakdown of fees for professional services and ad costs. Ideally, the price proposal for the work would include a monthly baseline for content creation (including written copy, original graphics, photography and/or video), publishing, monitoring and response, and metrics/analytics reporting. Proposals should also provide the per hour rate for additional or specialized work.

CONTRACT REQUIREMENTS

The contracted vendor will be expected to be in contact with MHA through all phases of project execution, meeting as needed in person, virtually, by phone, email or project management platform and providing written progress updates.

The contracted vendor will be expected to produce all elements of the public education strategy and content, including written copy, original graphics, photography and video.

The contracted vendor will be required to secure its own production facilities and equipment. Any assignment or subcontracting by the selected vendor for the work to be performed, or goods and/or services to be provided, in whole or in part, and any other interest in conjunction with this RFP, is the responsibility of the contract agency.

SELECTION CRITERIA

MHA will evaluate proposals received based on the following selection criteria:

- Demonstrated experience in digital marketing, especially to diverse Missouri audiences
- Samples of past work and related references
- Understanding the purpose and the scope of this project
- Creative content approach to achieve calls to action
- Expected timelines and deliverables
- Demonstration of cost-effective approaches for greatest desired impact with target audiences (cost of the proposal based on the outlined scope of work)

KEY DATES

Subject to change.

- Nov. 25, 2024 — Proposals Due
- Nov. 26 – Dec. 13, 2024 — Proposals Evaluated, Presentations and/or Interviews
- Dec. 16 – Dec. 31, 2024 — Vendor Selected, Contract Executed
- January 2025: Strategy Development and Implementation of Services

DIRECT QUESTIONS & RFP RESPONSE TO:

Farrah Fite

Senior Vice President of Strategic Communication and Marketing

ffite@mhanet.com <mailto:swilson@mhanet.com>

573/893-3700, ext. 1303