



**Florida Association of Healthy Start Coalitions, Inc.**  
**Request for Proposal #2023-07**  
**Florida Healthy Start Market Research and Rebranding**  
Issued: November 13, 2023

## **Background**

Florida's Association of Healthy Start Coalitions (FAHSC) harnesses the power of over 30 years as a leading nonprofit in the state of Florida to improve the lives of families through programs and services developed to meet their needs. Using a community-focused model, FAHSC supports 32 Healthy Start Coalitions throughout the state with programs tailored to their unique communities.

Services are provided through a suite of programs based on proven methods for delivering a continuum of high-quality care that's accessible and affordable. Our programs include education and support for pregnant and post-partum women, resources for parenting infants and children up to the age of three, education and support for dads, methods for connecting families to resources and services in their communities, access to doulas, and more. Additionally, an important part of our work includes federal funding for evidence-based home visiting services.

## **Purpose**

This request for proposal (RFP) seeks a firm to provide professional market research and branding services to FAHSC. As a leading advocate for maternal and child health and as part of our continuing dedication to Florida families, FAHSC seeks to expand our reach and impact by increasing public awareness about our services and participation in our programs and, ultimately, further reducing the rates of maternal and infant mortality in Florida.

To achieve these goals, FAHSC has identified the need for market research on the publics we serve and a subsequent rebranding that has the potential to be evergreen while conveying the essence of who we are and allowing versatility to meet the diverse needs of our 32 statewide Coalitions.

## **Objectives**

1. To gain insights into the Floridians who would benefit from FAHSC programs and services through careful, focused market research of our target audience of Florida residents in need of services including, but not limited to, men and women of reproductive age, pregnant women, and parents of infants and children up to age three. FAHSC also seeks to engage community partners, state leadership, and the general public.



2. To create branding that engages our target audiences and that has the potential to be evergreen while conveying the essence of who we are and allowing versatility to meet the diverse needs of our 32 statewide Coalitions.
3. To create FAHSC branding guidelines that make implementing the branding strategy and use of the assets appealing and accessible to our Coalitions.

## **Scope of Work**

### **Market Research**

Using proven methods, the selected firm will provide detailed and current market research that reports on the publics FAHSC wishes to engage, which will include but not be limited to men and women of reproductive age, pregnant women, and parents of infants and children up to age three. Market research will be tailored to FAHSC's specific needs and interests and be provided in an accessible and easy-to-understand format.

### **Branding**

With guidance from FAHSC leadership and our communications strategy, the selected firm will provide creative assets to rebrand FAHSC and—concurrently—our Florida Healthy Start program. Both FAHSC and Florida Healthy Start currently use the same logo and we aim to preserve this continuity with the rebranding. Additionally, our administrative service organization, the Healthy Start MomCare Network (HSMN) and our TEAM Dad and Connect programs will require new logos that coordinate with the new FAHSC brand. This equals a total of four logos designed to allow versatility. Branding guidelines that protect the integrity of the FAHSC/Florida Healthy Start, HSMN, and program branding through rules and best practices will also be provided. In summary, the firm is expected to produce the following assets:

1. FAHSC/Florida Healthy Start logo (with variations)
2. Coordinated logos for
  - TEAM Dad
  - Connect
  - HSMN

### **Qualifications**

Proven experience with:

- Conducting market research in Florida
- Working with government entities and nonprofits
- Creating branding strategies and collateral
- Statewide campaigns or projects in Florida



There is a strong preference for firms who are familiar with Florida Healthy Start and have proven success in reaching the target audiences.

**Proposals must include:**

- Cover page (below)
- Consultant/firm profile and qualifications
- Relevant experience in providing the requested services.
- Proposed strategies or approach for market research and rebranding
- Rate/costs

**Budget:** Up to \$35,000

**Timeline**

November 13, 2023	RFP posted on FAHSC website: HealthyStartFlorida.com
November 17, 2023	Question submission deadline
November 21, 2023	Question responses posted to website
<b>December 5, 2023</b>	<b>Proposals due by 5:00 pm EST</b>
December 11, 2023	Anticipated award notice and contract negotiation
December 18, 2023	Anticipated project start date
March 8, 2024	Anticipated project conclusion date

**Questions**

Submit RFP questions to Angela Meredith, Communications and Marketing Director, via email: [ameredith@fahsc.org](mailto:ameredith@fahsc.org).

**Selection Criteria and Scoring**

All submissions will be reviewed and scored by an independent panel of reviewers. Review criteria and points are summarized below.

Criteria	Maximum Points
Consultant Profile and Qualifications	15
Relevant Experience	10
Strategies and Timelines	15
Rate/Cost	10
Total	<b>50</b>



The Florida Association of Healthy Start Coalitions reserves the right to reject any and all submissions, and to request changes based on the reviewers' recommendations prior to final selection.

Please email completed proposals to **Angela Meredith, Communications and Marketing Director**, at [ameredith@fahsc.org](mailto:ameredith@fahsc.org) by 5:00 p.m. (EST) December 5, 2023.



**COVER PAGE**

**FLORIDA ASSOCIATION OF HEALTHY START COALITIONS, INC.  
RFP #2023-07  
for Florida Healthy Start Market Research and Rebranding**

Firm Contact Name: \_\_\_\_\_

firm Business Name (if different): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone Number(s): (Including area code) \_\_\_\_\_

Email Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

Federal Employer Identification Number (FEIN): \_\_\_\_\_

Authorized Signature X \_\_\_\_\_

Printed Name of Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date:

\_\_\_\_\_