

Request for Proposals (RFP) for a Marketing Plan for HealthImpact

6/29/2026

Introduction

HealthImpact seeks proposals from firms and individuals (“Proposer”) to develop a three-year Marketing Plan that includes marketing, public relations, and communications services.

Ideally, one firm will be able to provide the services in the Scope of Work section below; however, it is not required that a single firm provide all of the services.

HealthImpact

HealthImpact is the California nursing workforce and policy center. Within HealthImpact, there are several institutes and campaigns that constitute the majority of the work of the 501(c)(3) nonprofit organization: the Western States Simulation Alliance (WSSA), the Benner Institute for Teaching and Learning (BI), the California Nursing Coalition (CNC), HealthImpact Mentors (HIM), the Transition-to-Practice/Apprenticeship Program (TTP/A) (collectively called the “Programs”). HealthImpact is also considering a change of name of the organization.

The Vision of HealthImpact is “a highly skilled health care workforce optimizing health through innovation, interpersonal leadership, and nursing excellence.”

The Mission of HealthImpact is “to shape health care through workforce strategy, stakeholder convening, and policy advocacy.”

The Core Values of HealthImpact that guide our work and the decisions we make every day to achieve our mission are:

- Create initiatives that ultimately improve health
- Build strategic partnerships through diversity, inclusivity, and equity
- Be courageous in taking strategic risks and using scientific evidence to advance a greater good
- Empower staff, partners, and the community to make changes in the world

The websites for several HealthImpact Programs can be found below.

[Western States Simulation Alliance](#)

[Benner Institute for Teaching and Learning](#)

[HealthImpact Mentors](#)

[Transition-to-Practice/Apprenticeship Program](#)

Scope of Work

Marketing Plan

The overall Marketing Plan will map out a three-year strategy to tell the story of HealthImpact, its programs, its staff and its collaborators, and communicate what they offer to the nursing profession, the public and policy makers.

The Marketing Plan should be actionable by HealthImpact's existing staff and resources, except in instances in which outside expertise is required.

The selected consultant should anticipate conducting interviews and information-gathering activities with HealthImpact leadership, staff, board members, and selected stakeholders to inform the Marketing Plan.

The Marketing Plan should address the following organizational goals and align recommendations with the communications, marketing, and public relations priorities outlined below.

Goals

The Marketing Plan should provide strategies for achieving the following goals:

- a) Build and strengthen the brand and increase awareness among target audiences.
- b) Attract new members and keep our current members engaged.
- c) Increase participation by promoting our courses, conferences, and events.
- d) Expand partnerships, sponsorship opportunities, and stakeholder engagement.
- e) Improve communication with key audiences including nurses, educators, healthcare organizations, policymakers, philanthropists, and community partners.
- f) Leverage data to guide our decisions and strategies.

1. Communications Plan

The communications plan will include public relations strategies and identify the most effective messages, strategies, and media to reach target audiences.

2. Campaigns

Develop campaigns to increase awareness of, and participation in, select programs based on the recommendations of the Marketing Plan.

3. Branding/ Organizational Identity/ Possible Name Change

Based on the findings of the Marketing Plan, assess HealthImpact's existing brand and evaluate the need and viability of changing HealthImpact's name.

4. Coalition Building

Identify key partners for HealthImpact and its Programs to help spread its message and reach desired audiences.

5. Digital & Social Media
Identify tactics to spread awareness of HealthImpact and its Programs and inform the public of specific events and information. Additionally, the Marketing Plan should identify social media and email marketing strategies along with best practices for implementation and digital content creation.
6. Recommended KPIs and Success Metrics
Identify measurable performance indicators and reporting mechanisms for evaluating marketing effectiveness.

Contents of the Proposal

Please provide all of the requested information below.

1. Cover Letter

Each proposal must contain a cover letter limited to one page. The cover letter must include the name, title, address, telephone number, and email address of the person or persons authorized to represent the firm or individual regarding all matters related to the RFP and any subsequent contract(s) awarded. This letter must be signed by the person or persons authorized to bind the Proposer to all commitments made in the proposal.

2. Description of the Proposer

The proposal shall include a brief history and description of the firm, the date the firm was established, the location of its headquarters, the number of employees, and the website address(es). The description of the Proposer should also briefly describe in one paragraph how the firm aligns with the HealthImpact's Core Values found at <https://healthimpact.org/about/mission/>.

3. Proposer Capabilities, Qualifications, and Relevant Experience

Proposers must describe their applicable capabilities, qualifications and relevant experience regarding the development and implementation of public relations, marketing, and communications services using the list of possible services identified in the Scope of Work. Ideally, a Proposer will be able to provide all activities in the scope of work; however, it is NOT expected that a single proposer must be able to provide all the services listed in the Scope of Work.

It is preferred that Proposers have experience working with nonprofit organizations. Please provide a list of former and current clients.

Proposers must include at least two samples of completed projects with an explanation of the projects.

4. Key Personnel

Please provide the name, title, address, email, telephone number, experience, other qualifications, and specific responsibilities of key personnel who may be assigned to provide the services described herein.

5. References

Proposer must include three (3) references for the engagements cited in Section 3 above (Proposer Capabilities, Qualifications, and Relevant Experience). For each reference, please list the name, position/title, organization name, address, phone number, and email address. For each reference, describe the nature of the project and the length of the engagement.

6. Proposed Fees and Expenses Schedule

Proposers must provide the hourly rate, project-based rate, or combination rate that will be charged for the services included in the response to the RFP. Do not provide fees as a sliding scale, percentages, or a range.

If additional non-salary expenses are required to perform the services described herein, provide a list of such anticipated costs or types of costs. HealthImpact will not provide reimbursement for transportation or lodging expenses to firms unless HealthImpact specifically requests that staff outside the area be in a designated area to perform duties in accordance with the engagement.

HealthImpact reserves the right to conduct additional negotiations regarding compensation as appropriate prior to awarding contracts.

7. Budget Guidance

HealthImpact anticipates a project budget in the range of \$35,000 to \$55,000, although alternative approaches may be considered.

8. Proposal Evaluation Criteria

Proposals will be evaluated using criteria that may include:

- Relevant experience with nonprofit and healthcare organizations.
- Understanding HealthImpact's mission and objectives.
- Quality and feasibility of the proposed approach.
- Demonstrated success on similar projects.
- References and work samples.
- Cost effectiveness.

HealthImpact reserves the right to invite selected proposers to participate in interviews, presentations, or discussions as part of the evaluation process.

9. Submission of Proposals

The proposals should be emailed to Info@healthimpact.org. Written questions about the RFP can also be sent to Info@healthimpact.org.

10. Timeframe

The timeframe for proposals and the determination phase is as follows:

Activity	Dates
RFP Released	06/29/2026
Questions Due	07/13/2026
Responses to Question Issued	07/20/2026
Proposal Due Date	08/03/2026
Finalist Interviews	08/10/2026
Final Selection	08/24/2026
Contract Start Date	09/01/2026
Final Marketing Plan Delivered	12/03/2026

HealthImpact reserves the right to reject any or all proposals, waive minor irregularities, request additional information, amend this RFP, or cancel the solicitation process at any time.