



**B'more for Healthy
Babies Communications
Request for Proposals**

MAKING CONNECTIONS. IMPROVING LIVES.

FAMILY LEAGUE
OF BALTIMORE

Agenda

- Welcome and Introductions
- BHB Strategies
- Purpose of Investment
- Grant Terms & Available Funding
- Applicant Eligibility & Requirements
- Key Deliverables
- Submission Requirements (*FundingTrack*)
- Timeline
- Questions and Answers

BHB Strategies, 2019-2024

- **Rally providers and partners around seven priority health areas** in which strengthened policies and systems, improved services, social marketing, and community mobilization will turn the curve on the well-being of families, babies, and toddlers: mental health and stress, nutrition, parenting, safe infant sleep, sexual health, social-emotional development, and substance use.
- **Advocate for equitable policies** that improve local and state family services, increase access to resources, address the social and economic factors that harm health, and ensure sustainability of a high functioning preconception, pregnancy, and early childhood system for Baltimore.
- **Mobilize communities by expanding BHB's flourishing neighborhood-based initiatives in Upton/Druid Heights and Patterson Park to more city neighborhoods**, marshalling faith-based leaders to support healthy babies, organizing community events, and sustaining the innovative work of the BHB Community Advisory Board.

BHB Strategies, 2019-2024

- **Transform the city's preconception, pregnancy, and early childhood (0–3) system** so that it is accountable and responsive to the residents of Baltimore City, delivers equitable and trauma-responsive services, and supports families' strengths, while tightly collaborating with the city's child welfare, child care, education, and health care systems.
- Ensure every facet of **BHB systematically connects people to resources**—public benefits, programs and services, material goods, and social supports—**to boost family power and counter the racism** and other social and economic factors that harm the health of families.

Purpose of this investment

BHB's established communication strategy is a critical driver in changed behaviors, resulting in improved outcomes. The selected provider will collaborate with public health officials, nonprofit partners, community members and other stakeholders to disseminate clear, effective messages with the goal of further improving maternal and infant mortality rates as articulated in the BHB Strategic Refresh.

Purpose of this investment

BHB's established communication strategy would include, but not be limited to:

- **Evaluation** - Identify key data points, attitudes and understandings amongst target audiences and establish a baseline for measuring effectiveness of communications campaign efforts.
- **Planning** - develop a comprehensive communications and community engagement strategy for all key BHB campaigns.
- **Implementation** - Execute a strategic calendar of coordinated campaign activations
 - Campaign Development & Implementation
 - Digital & Social Media Management
 - Brand & Collateral
 - Event Communications
- **Assessment & Reporting** - Establish metrics for tracking the effectiveness of efforts against initial evaluation and desired outcomes; Also co-lead the Data and Evaluation workgroup with the Health Department.

Grant Terms & Available Funding

Grant Terms

- Grant Period: July 1, 2019 – June 30, 2020
- With two one-year renewal options

Available Funding (not to exceed)

- \$250,000 - \$300,000 annually

Applicant Eligibility & Requirements

- ✓ Qualify as a nonprofit corporation with 501(c)(3) status, a for-profit corporation, or a public entity;
- ✓ Have a status of 501(c)(3) in “Good Standing.” Must provide a PDF copy of the certificate within the 2018 calendar year (January 1, 2018 to present).
- ✓ Provide a copy of the organization’s independently audited financial statements for its fiscal year-end within the past 12 months;
- ✓ Provide evidence of organizational capacity to implement a quality program as outlined in the RFP;
- ✓ Have experience using social behavior change theory in public health.
- ✓ Possess a demonstrated capacity to collect, manage, and utilize participant-level and programmatic data; AND
- ✓ Provide a clear and concise operating budget.

Key Deliverables

Comprehensive Communications Plan	To include research, messaging, targeted audiences, traditional and social media strategy with timeline, budget, and accountability matrix
Monthly Reporting	Including but not limited to: social media analytics and progress toward established success metrics
Promotional Materials & Collateral	Including but not limited to: videos, social media posts, brochure, poster, infographic, ads and user-friendly toolkits

Submission Requirements

- Applicants are required to submit Applications through **FUNDINGtrack**, Family League's online grants management system accessible through <https://flb.flux.io>
- Applicants should be registered in **FUNDINGtrack**. A tutorial for this process is accessible through http://familyleague.org/wp-content/uploads/2016/07/FUNDINGtrack-Tutorial_Black-Screens.pdf

Applicants are highly encouraged to register early!

Submission Requirements

- For questions or problems using **FUNDINGtrack**, contact the help desk, available between 8:30 a.m. and 4:30 p.m.
 - FUNDINGtrack@FamilyLeague.zendesk.com
 - 443-423-0910
- Applications must be submitted by **May 17, 2019 by 4:00 p.m.**

Timeline

DATE	DELIVERABLE
April 23 rd	Posted BHB Communications RFP
April 30 th	Pre-Proposal Conference
May 17 th	Proposal Deadline
May 20 th -23 rd	Technical Review + Cure Period
May 24 th – 31 st	Independent Review + Consensus Meeting
June 7 th	Issue Award Letters

Questions?

Answers to questions discussed at the pre-proposal conferences will be posted on Family League's website at www.familyleague.org.