

OVERVIEW

Group Health Foundation is requesting qualifications from organizations (nonprofit, private, or public corporations) to support our communications team. Our most urgent need is assistance with day-to-day communications, or **general communications support**. As we grow and turn our attention to longer-term planning, we're also interested in learning about organizations with a track record of leading successful **narrative change efforts** and crafting effective **public policy and advocacy communications**.

Experience in philanthropy or health is not a requirement. We are most interested in partnering with organizations who share our values and our deep commitment to equity and racial justice. We invite those who are interested in one or more of these areas of work to review this document and submit your qualifications by January 15, 2021.

ABOUT GROUP HEALTH FOUNDATION

Group Health Foundation is a 501(c)(4) grantmaking foundation. We are committed to partnering with communities to advance a shared vision for a vibrant, healthy future in Washington. Our approach to philanthropy recognizes the expertise and wisdom that communities bring and emphasizes the importance of applying a broad definition of health and health equity that goes beyond medicine, disease, care, or changing individual behavior. We have funded a wide range of organizations and projects engaged in advocacy, leadership development, cultural reclamation, community healing, civic participation, organizing, anti-racism work, narrative change, and much more.

Following the 2018 hire of the Foundation's president and CEO, Nichole June Maher, we began an intentional effort to focus our earliest relationship-building with communities most impacted by inequities and in places that have been excluded from philanthropic funding—particularly rural communities and smaller cities across Washington. We learned that there is transformative work happening across the state led by Black, Indigenous, and other people of color; immigrants and refugees; people with disabilities; members of the LGBTQ+ community; people living on low incomes; and many who hold several of these identities and experiences.

Informed by these initial connections, we accelerated our grantmaking and team building in 2020 and are poised for significant additional growth in the coming years. Our anticipated grantmaking in 2021 is \$62 million.

Learn more about us

- [!\[\]\(039cd6b2e7148ba5690aa619b922c426_img.jpg\) *A Year on the Road: Guidance from Community Leaders and Organizations Across Washington*](#)
- [!\[\]\(8b9db310e3bd56ffa44f3d5130ea99e2_img.jpg\) *Our values, equity agreements, and approaches*](#)
- [!\[\]\(49f66b396e80c47181c1b6b90370748d_img.jpg\) *Frequently asked questions about Group Health Foundation*](#)
- [!\[\]\(f186cdc5336a7be142e8eda07f4bdfc8_img.jpg\) *Group Health Foundation news*](#)

AREAS OF WORK

We expect all organizations working with us to develop a deep understanding of our Foundation, Washington's communities, and grant recipients. We invite organizations to submit their qualifications for one, two, or all three areas of work:

General communications support

The following outlines what general communications support means for the Foundation, including possible special projects that would be outside the day-to-day, but would benefit from an organization working closely with us.

Strategy and guidance

- Develop a deep understanding of the Foundation, Washington communities, and grant recipients
- Advise Foundation staff on communications strategies and share expertise on best practices

Newsletters and other email communications

- Review newsletters to date and make recommendations for future improvements
- Analyze Foundation's contact lists to help us understand our current audiences
- Design newsletters in MailChimp and manage dissemination
- Keep track of analytics and perform A/B testing

Social media and website management

- Co-create and execute a digital strategy with the Foundation's communications team
- Draft and schedule posts for the Foundation's social media channels
- Plan, design, and implement updates to our website
- Summarize key analytics

Writing, editing, and storytelling

- Help the Foundation tell our story and that of our grantees and communities in Washington
- Draft, revise, and/or copy-edit social media posts, web articles, internal documents, and other written communications as requested

Design and branding

- Update templates and style guides for internal use
- Design images for a variety of uses, including social media, website, and other platforms
- Help ensure our branding is consistent across communications

Anticipated special projects

- Record the Foundation's early history
- Explore potential for a rebrand
- Lead a website redesign

AREAS OF WORK *(cont'd)*

Narrative change efforts

As a Foundation that serves the entirety of Washington, we know there are leaders and organizations in every county working to make the state a more fair, more just, and healthier place. Yet dominant narratives about Washington are not reflective of this reality. The collective action and leadership of the communities we serve are not part of the broader public's imagination.

We want a different narrative for Washington: one that affirms that people most adversely impacted by inequities are the best leaders to shape the policies and practices that affect their well-being; one celebrating that Black, Indigenous, and other people of color are thriving in every county; and one that shows that if we want to create a more equitable world, we must do so together. Through our narrative efforts, we hope to elevate the leadership of the communities we serve and understand how we can support their narrative power.

Our team is still in a learning and planning phase, but initial support may look like the following:

- Facilitate meetings with a cross-department team of Foundation staff leading narrative work
- Provide project support, such as recording notes, capturing themes, and making suggestions for future agendas
- Help us understand the different paths for narrative change and present examples of successful narrative change efforts
- Make recommendations on how the Foundation could move forward with our narrative work

Public policy and advocacy communications

As a 501(c)(4), our public policy and advocacy work will grow over the years and we will be searching for organizations who can help us communicate the priorities of the Foundation and the communities we serve. Expert knowledge of the political and policymaking landscape in Washington at the municipal, county, and state levels is essential.

This is another area of work that is still in the formative stages, but we anticipate needing the following support in the near future:

- Develop briefs and one-pagers on a specific issues for policy and political audiences
- Craft effective messaging and calls-to-action for relevant policy and advocacy issues
- Track communications (social media, press releases, etc.) of elected and appointed officials, public influencers, political entities, and others and make recommendations for engagement

SUBMISSIONS

Interested applicants should submit a response by email to communications@grouphealthfoundation.org with subject line “Communications RFQ” by close of business on Friday, January 15, 2021. Your response should be delivered as a PDF and no longer than 10 pages.

Please include:

- ✓ A cover letter that states
 - The areas of work in which you are qualified and interested (general communications, narrative change efforts, and/or public policy and advocacy communications)
 - Your organization’s approach to diversity, equity, and inclusion in the workplace
 - Summary statistics on the racial, gender, and LGBTQ+ diversity of your organization and—separately—your executive leadership team and/or ownership group
 - Contact information for the primary point of contact
- ✓ Background information on your organization and bios of the team members who would support this work
- ✓ Two or three work samples (optional, and not part of the page limit)

TIMELINE

After reviewing all submissions, our team will invite a limited number of organizations to meet our team and respond to additional questions. Our first priority is finding a partner for general communications support, and that process will move faster than the others. However, all submissions will receive a response from us within three weeks of the submission deadline. For questions or comments, please email Diana Huynh, Communications Director, at communications@grouphealthfoundation.org.