

Horizon Foundation Structural Racism Media RFP

Informational Session

April 8, 2024

1 – 2:30 ET

Presented by: Horizon Foundation

Today's Session

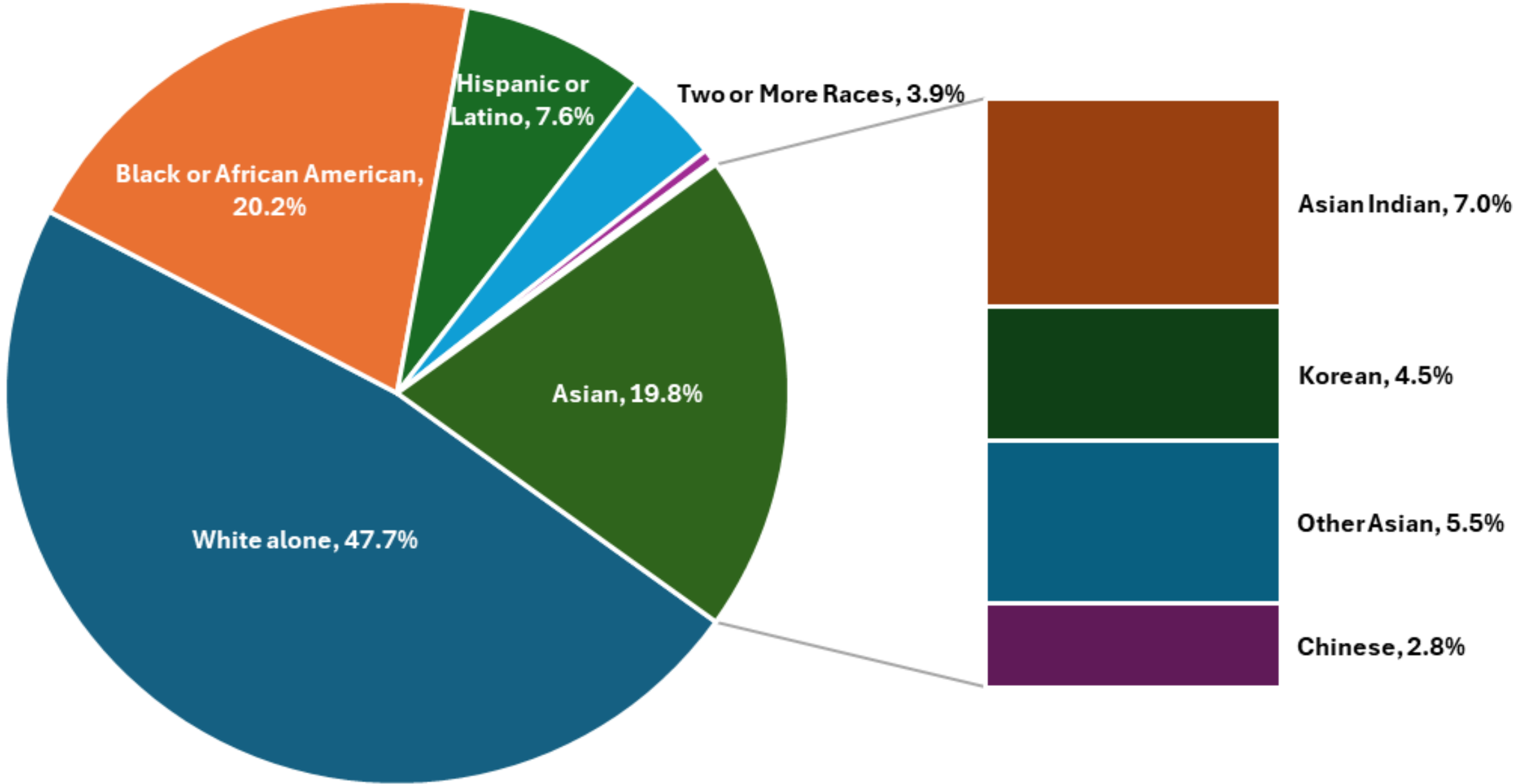


- Provide background on Howard County and the Horizon Foundation
- Review the Foundation's strategic plan
- Review campaign elements and application timeline
- Respond to submitted questions
- Time permitting, respond to live questions

Our Residents



Howard County Population by Race/Ethnicity (2021)
Population Size = 334,529



Our RFP Team



Cat Harmon
Senior Director of Communications



Tiffany Erbelding
Ignited Strategies, Inc.



Kerry Darragh
Senior Communications Officer



Nikki Highsmith Vernick
President and CEO



Kenitra Fokwa Kengne
Program Director



Glenn Schneider
Chief Program Officer

Our History



Horizon Foundation Giving



\$78 million

Invested in public health since 1998



400+ initiatives
supported since 1998



Horizon Foundation Experience



Policy Successes

Laws (State/local), Policies, Systems, Budgets



Staff Expertise

Multiple media campaigns;
Millions (\$) over past 13 years

Strategic Planning Priorities



- ❑ **Reflect the Foundation.** Capture our north star(s), how we approach the work, and how we want to be held accountable
- ❑ **Center community voice.** Reach voices unheard and systematically excluded to amplify community need
- ❑ **Co-create.** Develop equitable decision-making approaches and foster a culture of inclusion and belonging
- ❑ **Thoughtfully commit.** Elevate issue areas that respond to community need and align with partnerships, resources, and niche

Vision & Mission



OUR VISION

*We envision a
Howard County free from
systemic inequities, where all
people can live abundant
and healthy lives.*

OUR MISSION

*To work side-by-side
with community to
build power, advocate for
policy change and
dismantle structural racism
to achieve better health for
everyone in Howard County
and greater Maryland.*



IMPACTFUL

We act with intentionality and draw upon lived experience, research and data to drive positive health outcomes in our community.

TRUSTWORTHY

We work to earn trust by building relationships through sincerity and vulnerability.

ANTI-RACIST

We challenge and transform policies, behaviors and beliefs that perpetuate systemic racism and other intersecting forms of oppression.

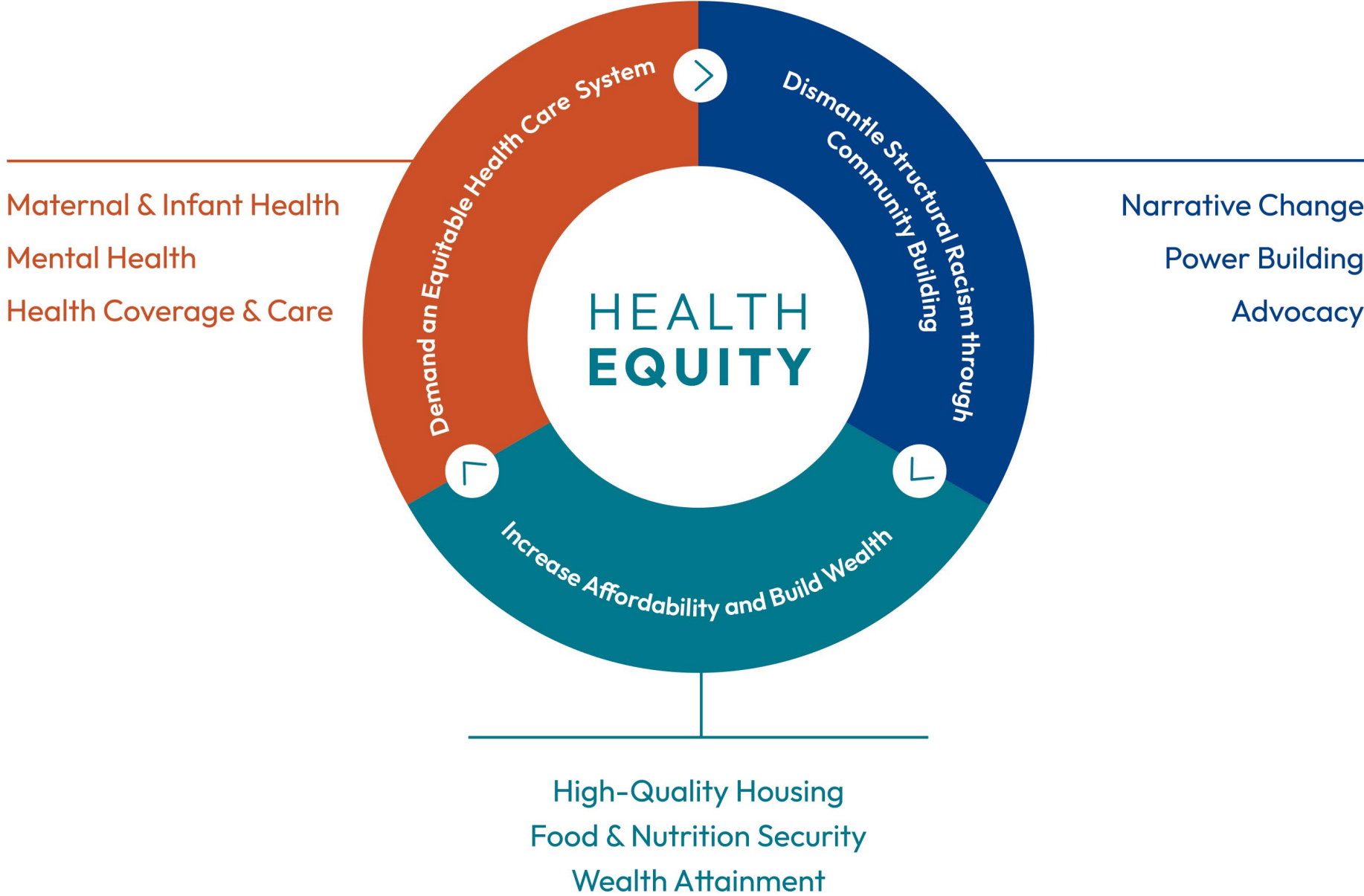
COURAGEOUS

We acknowledge and use our privilege to influence others, dispel harmful narratives and demand change.

CATALYTIC

We build and share power to foster coalitions that advance health equity.

Focus Areas



The Treetop View



- Centuries of racism have defined and created many of the inequitable structures that exist in our society today, and have led to significant health disparities.
- We view health disparities through the lens of racial equity.
- We are committed to working to remove structural, institutional and systemic racism that continues to exist in the health, social, and economic systems in our community.
 - *This includes, for example, racism that is embedded in laws, regulations, policies, and governmental agency budgets.*

Goal and Audience



- **GOAL:** Engage residents in a conversation on **structural racism**, and how it drives health inequities – and invite them to join a network of partners working together to dismantle structurally racist systems and policies that drive health inequities.
 - *The Foundation has a history of driving policy change. This campaign will set the stage for future policy campaigns and advocacy work in future (2025 and beyond)*
- **AUDIENCE:** Those most likely to engage and act, with an understanding of the impact structural racism has on health outcomes or an interest to grow their understanding.
 - *E.g., allies who want to support the work, or individuals with lived experience*



Our Draft Framework (But You Can Help Us Evolve!)

We know you want everyone in Howard County to live an abundant and healthy life.
(Focus on shared values)

But did you know this isn't the reality? (Show where structural racism exists, and how it is affecting the health and wellbeing of real people in Howard County)

Let's take action - here's what you can do to drive change. (Call to action, and to partner with the Horizon Foundation; builds community network)

Proposal Elements



- **Agency Overview**
- **Details of Proposal (including message development/research, marketing approach, and evaluation)**
 - Proposal should incorporate marketing mediums (e.g., paid media, social media, collateral, etc.), and address the Foundation's additional considerations to respectfully engage community, elevate local experiences and center structural racism.
- **Budget and Budget Narrative**
- **References**
- **Disclosure and Conflict Statement**
- **Required and Optional Appendices**

Timeline



| | Task | Deadlines |
|---|---|------------------------------|
| 1 | RFP released | March 20, 2024 |
| 2 | Informational Sessions | April 1, 2024 |
| | | April 8, 2024 |
| 3 | Notification of Bidding to Foundation by Interested Firms | April 15, 2024 |
| 4 | Detailed Proposal Due (no more than 20 pages, excluding appendices) | May 20, 2024 |
| 5 | Notification of finalists | Week of July 1, 2024 |
| 6 | Interviews with 3 to 4 Finalists | Weeks of July 15 and July 22 |
| 7 | Award Decision | July 26, 2024 |
| 8 | Project Start Date | August 1, 2024 |

What Are We Looking For?



- **Thought Partner:** Can help us navigate and iterate around the complexities of this work.
- **Knowledge/Experience:** Understands the impact of structural racism and (if possible) has experience leading similar campaigns.
 - Open to firms that do not specifically have experience with health campaigns
 - Seeking firms with experience working in diverse communities, and driving *action*
- **Refine and Align Foundation's Role:** As both humble and open, and also as a catalytic change leader.
- **True Marketing and Communications Campaign**
- **Multi-year Partner**

What We Are Not Looking For?



- Campaign ideas that are not marketing/media campaigns. For example:
 - *Public relations and earned media driven campaigns*
 - *Campaigns focused on community education and trainings*
- Partnership with firms engaged with any organizations on the Southern Poverty Law Center's list of designated hate groups
- Campaigns that focus on things other than structural racism (e.g., heavily geared toward addressing individual beliefs)

We Are Open To...



- **Organizations wishing to partner together**
 - Should clearly demonstrate how partnership has/will work smoothly
- **Other ideas and approaches**
 - Provided they still align with marketing and communications
- **Application through conflict shops**
 - With provided detail and the reason for the anticipated conflict
- **Creativity!**

Selection Criteria



- **Experience**
 - Track record of successful work on similar past campaigns
 - Expertise in conducting the work
 - References

- **Strategy**
 - Approach to meeting the campaign goals
 - Addresses campaign considerations throughout RFP

- **Budget**
 - Consistent with approved budget and value offered

- **Presentation**

Evaluation Process



- **May 20: Proposals Received**
- **Internal Review – Horizon Foundation Staff**
 - Submissions refined to 7 to 10 semi-finalists
- **External Review – Board and Community**
 - Committee of community members, and Horizon Foundation trustees provide recommendations on 3 to 4 finalists
- **Week of July 1: Finalists Selected and Invited for Interview**
- **Weeks of July 15 and 22: Finalist Interviews**
- **By July 26: Award Decision**



Q&A

Submitted Questions: Process



1. Are applicants permitted to subcontract out to other entities beyond our current capacity? If so, what are the guidelines?
2. Can I submit a proposal for one area only (i.e., social media implementation and campaign management)?
3. Could you confirm the proposal submission method?
4. If a firm is planning to partner with a subcontractor, is it required for that subcontractor to attend one of the informational sessions? Or does having the firm that is the primary bidder attend the session meet that requirement?
5. How many agencies are participating in this RFP?
6. The RFP lists an optional appendix of proposed creative work for this project. During selection, how much priority will be placed on this section? If we choose to include it, how many creative concepts are you looking to review?

Submitted Questions: Firm Relationship



1. Is the Foundation interested in a partner to provide support beyond communications and media support? For example, is there interest in helping the Foundation's policy work in Howard County to further advance the marketing campaign goals?

Submitted Questions: Project Coordination



1. Is there a specific team at The Horizon Foundation who we would partner with on this work? About how many people can we expect to work with and interface with?
2. How much of this work do you anticipate being in-person? (The RFP says the bidding interview stage is in-person.)
3. Can you share more about the Foundation's internal capacity available to support this campaign? For example, would your Senior Communications Officer or Senior Policy and Community Engagement Officer be a part of the strategy development and implementation or would they play a more limited role?

Submitted Questions: Audience



1. How well known is the foundation in Howard County, and how is it perceived among different audiences?
2. Are there any additional details on the types of Howard County residents you wish to engage? The RFP notes that "the campaign will likely focus on audiences that are more likely to engage and act." Have you already identified residents who are more likely to engage or is that part of this work?

Submitted Questions: Research/Scope



1. Do you currently have message or audience research that has informed your approach to health inequities to date that we should build and learn from?
2. To what extent do you hope to engage your community partners during this work, especially during the message research phase? For example, would those community partners be available to help us recruit Howard County residents for message research?

Submitted Questions: Methods/Approach



1. What existing media partnerships does The Horizon Foundation have that they're anticipating leveraging for this campaign?
2. Do you have a preferred market research platform/partner?

Submitted Questions: Budget/Timeline



1. The work is described as a multi-year effort and I'm curious to hear more about the overall scale. Can you share more details on how long you envision investing in this particular marketing campaign on health inequity and any guidance on the total investment the foundation is interested in making in the multi-year campaign?
2. Does the first year budget include paid media ad spend? If not, can you share a budget range the Foundation would consider in the first year?
3. Can you confirm that the first year budget also includes printing costs of marketing collateral? If not, can you share a budget range the Foundation would consider in the first year for printing?
4. Of the \$300,000 budget, do you have an idea of how much you'd like to spend on advertising costs and other out of pocket costs versus staff time and overhead?
5. Do you have an in-market date you want the campaign to go live by?

Submitted Questions: Advocacy/Policy



1. Do you have specific policy changes in mind at this time where campaign audiences would be invited to engage/support?
2. Is there already a short list of specific legislation or systemic issues to educate the community on at this time?

Submitted Questions: Community Partners



1. Given that the goal of the campaign is to “engage residents in a conversation on structural racism,” what opportunities do you envision you will provide for residents to come together in dialogue?
2. What partners do you have who would be willing to amplify the campaign message?
3. How do you currently engage with community? What is the depth and quality of your relationships?
4. How have you engaged with your network of community partners?
5. Given your robust work in the community to date, should we assume that you already have partners identified for this work or are you seeking support to identify the partnerships and stakeholders needed to help advance the communications and storytelling strategies?
6. The RFP mentions your existing network of community partners. Is growing that network part of this work?

Submitted Questions: Impact/Success



1. What are you hoping to achieve with this campaign within a year?
2. What metrics for success are you hoping to measure?
3. What does the Foundation hope to achieve by the end of the first year?
What does success look like (e.g., the launch of the campaign, measurable narrative change, actions taken, partner engagement, policy impact)?

Next Steps



| | Task | Deadlines |
|---|---|------------------------------|
| 1 | RFP released | March 20, 2024 |
| 2 | Informational Sessions | April 1, 2024 |
| | | April 8, 2024 |
| 3 | Notification of Bidding to Foundation by Interested Firms | April 15, 2024 |
| 4 | Detailed Proposal Due (no more than 20 pages, excluding appendices) | May 20, 2024 |
| 5 | Notification of finalists | Week of July 1, 2024 |
| 6 | Interviews with 3 to 4 Finalists | Weeks of July 15 and July 22 |
| 7 | Award Decision | July 26, 2024 |
| 8 | Project Start Date | August 1, 2024 |



5-7 MINUTE BREAK

Foundation staff will remain on the webinar to answer additional questions.

Firms are encouraged to take this time to look through the RFP, talk internally and identify any further questions.

When we resume, the Foundation will field any additional questions until the session ends.

Feel free to add questions to the Q&A as they arise.