Request for Proposals

Rural Health Services Promotion Campaign – Ulster County

The Institute for Family Health (the Institute) is seeking proposals from qualified vendors for the development and multi-channel placement of a health promotion campaign designed to raise awareness of existing health care and health-related social support services in Ulster County, New York, funded through the New York State Rural Health Transformation Program (RHTP).

Timeline

RFP Issued: November 13, 2026
Responses Due: November 30, 2026
Chosen Agency Selected & Contacted: On or around December 15, 2026
Project Kick-off: On or around January 4, 2026
End of project period: May 31, 2027

Organization Overview

The Institute for Family Health (the Institute) is a nonprofit, federally-qualified health center network in New York State (NYS). We operate 27 health centers in New York City (NYC) and the Mid-Hudson Valley through which we serve approximately 100,000 patients annually. We offer primary medical care, behavioral health care, dental care and social support services to patients of all ages, regardless of a patient's insurance status or ability to pay. In addition to providing direct health care services and outreach in under-resourced communities, we provide vital health workforce training (e.g., three family medicine residency programs), engage in research and quality improvement, and advocate for community health and health equity at the local, state and national levels.

Background and Project Goals

Under New York State's Rural Health Transformation Program (RHTP), Ellenville Regional Hospital (ERH), a key Institute partner in Ulster County, has been awarded funding for a Rural Community Health Integration (RCHI) planning project. The goal of the project is to transform rural health outcomes in Ulster County. The Institute is a member of the project's Steering Committee, along with ERH and the Ulster County Department of Health (UCDOH). Together, the Steering Committee will collaborate with a robust network of county service providers, including other FQHCs, care management agencies, and community organizations, to develop plans to expand and strengthen our integrated rural health

network. These plans will focus on three key results: preventing potentially avoidable emergency visits, reducing unplanned hospital readmissions, and increasing the use of preventive and specialty care.

As part of the planning project, the Institute and our partners will launch a county-wide health promotion campaign designed to improve the community's knowledge of existing health-related services and resources. The campaign will highlight both the clinical and social services offered by each of the participating Advisory Board members, which include ERH, UC DOH and UC OMH, several other FQHCs, numerous care management agencies, and others. The ultimate goal is to increase awareness and utilization of essential preventive care and other services currently available in the county, helping to lead to a more informed and healthier population and aiding our larger goal of transforming rural health outcomes in Ulster County.

Objectives

Primary Objective: Design and execute a health promotion campaign that will successfully highlight the availability of prevention-focused health and social support services in the county.

Secondary Objective: Increase awareness and utilization of preventive care and social support services among Ulster County residents.

Audience: Ulster County residents, particularly those in need of preventive care services and social support services to improve their health status. Key target subpopulations include individuals at high-risk of avoidable hospital use due to chronic conditions, behavioral health needs, substance use disorders (SUDs) and/or unmet maternal and child health needs, particularly in the most rural parts of the county.

Project Scope and Functionality Requirements

The proposed county-wide health promotion campaign will highlight the robust network of high-quality service providers operating in the County, and the selected vendor will work closely with the Institute and our partner organizations to create promotional materials that are culturally relevant. The vendor will also be responsible for ad placement and purchasing, including the design and implementation of a multi-channel strategy that will engage and inform Ulster County residents, including the above-mentioned key subpopulations of focus.

Please note: Prospective vendors may bid on Part 1 alone, Part 2 alone, or both parts together. Vendors are asked to provide separate pricing for Part 1 and Part 2, as well as combined pricing for both parts together (if indeed bidding for both parts).

Part 1: Discovery, strategy development and collateral development

- Conduct a brief discovery process with the Steering Committee, Advisory Board and community members to confirm campaign goals, audiences and key messages.
- Develop a campaign strategy, including messaging, audience segments, recommended channels and a recommended media plan and budget split for Part 2.
- Create campaign collateral and creative assets for use across the recommended channels (e.g., print, digital, social and radio).

- Deliver final, ready-to-use files and usage rights to the Institute.

Part 2: Ad placement and purchase

- Set up, place, and purchase advertising in accordance with the approved campaign strategy, media plan and budget.
- Manage and monitor ad placements throughout the campaign period.
- Provide reporting on ad performance (e.g., reach, impressions, engagement) and invoicing/documentation of all ad spend on a monthly basis.

Please note that the selected vendor will be serving as a subcontractor on a New York State grant award, and will be required to comply with any New York State requirements for subcontractors.

Budget

Please indicate the fees for the work you propose. We encourage you to line-item specific aspects of the work you propose for transparency and to help us understand your fee structure. We will review proposals that include multiple "packages" or "options" with fees that vary depending on the level of work we select. As noted above, vendor(s) may bid on either parts 1 and 2 alone or together, and are asked to submit separate pricing for both, as well as pricing for both parts combined, if applicable.

Up to $100,000 is expected to be available for this project. Vendors will be selected based on the level of value they can provide within this available budget, including the amount of funding that would be used toward campaign development vs. ad buying/placement.

Please note that all funding must be expensed by May 31, 2027, with no allowable exceptions.

Proposal Requirements

Interested vendors should submit a proposal that addresses the following requirements. Proposals should be sufficiently detailed to demonstrate the vendor's qualifications, proposed approach, anticipated deliverables, timeline and costs.

1. Company Overview and Project Team

- Provide an overview of your organization, including relevant experience.
- Identify the proposed project lead and key team members, including staff bios, relevant qualifications, and anticipated level of effort (e.g., estimated hours or FTE allocation).

- Include relevant experience and work samples.
- Indicate whether your organization is based in Ulster County and/or certified as a MWBE and/or is BIPOC-owned, as applicable.

2. Understanding of Project Goals and Proposed Approach

- Explain how your proposed approach will increase awareness of and engagement with existing preventive health care and social support services.
- Describe how you will collaborate with the Institute, the Steering Committee and participating community partners to identify needs, confirm messaging and develop campaign materials.

- Identify any information you would need from the Institute and/or other partners to carry out the proposed work.

3. Audience Engagement, Cultural Relevance and Accessibility

- Describe how you would reach the audience identified above.
- Identify proposed audience research, community input, or other methods you would use to inform campaign development, if applicable.
- Explain how your approach will account for the needs of rural communities, including geographic barriers, transportation challenges, digital access, health literacy, language access, etc.
- Describe how you will ensure that campaign messaging and materials are culturally relevant, accessible, inclusive and appropriate for the intended audiences.

4. Proposed Scope of Work and Deliverables.

- Please clearly identify which project component(s) your proposal addresses.
- Describe the process and deliverables for each component for which you are bidding.
- Describe how you will monitor progress, communicate with stakeholders and assure efficient and effective use of available funding.

5. Project Timeline and Management

- Provide a proposed timeline from project kickoff through campaign launch and completion, including major milestones, deliverables, review periods, and anticipated advertising dates.
- Identify key dependencies, including partner participation, content approvals, and access to existing service information.
- Confirm that all project activities, deliverables, and expenditures can be completed by May 31, 2027.

6. Pricing and Budget

- Provide a detailed budget that identifies fees and anticipated expenses by project component and major activity.
- Vendors bidding on Part 1 or Part 2 alone should provide separate pricing for the component(s) proposed. Vendors bidding on both parts should provide separate pricing for each part and a combined price.
- Clearly identify optional services or deliverables and their associated costs.

Following your initial proposal, we may additionally request client references, your standard Terms and Conditions, administrative documents such as your W9, disclosure of any potential or actual conflicts of interest, and confirmation that your organization is not debarred from receiving federal funds.

Submission Information

Proposals should be emailed to scallahan@institute.org no later than midnight on November 30, 2026. If you do not receive an acknowledgement of your proposal within three business days, please feel free to re-send it.

We encourage Ulster County-based vendors and Minority/Women-owned Business Enterprise (M/WBE)-certified vendors to respond to this RFP. Please indicate in your proposal if you are based in Ulster County or M/WBE-certified.

Fine Print

As a federally- and state-funded not-for-profit organization, the Institute for Family Health complies with all applicable federal and state guidelines regarding contracting and procurement. Contract(s) emanating from this request for proposals (RFP) will be awarded only to responsible entities or individuals possessing the ability to perform successfully under the contract terms and conditions. Key considerations include matters such as contractor integrity, record of past performance, and financial and technical resources, as well as whether the contractor is suspended or debarred from receiving federal funds.

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