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## Request for Proposal (RFP): Strategic Rebranding Services

**Date Issued:** October 30, 2025

**Submission Deadline:** December 1, 2025

**Submit proposals via email to:**

Lindsay Seekford, Director of Marketing & Engagement; [lseekford@hsipgh.org](mailto:lseekford@hsipgh.org)

### Introduction & Background


Healthy Start Pittsburgh is a nonprofit organization committed to improving maternal and child health by providing critical resources, education, advocacy, and support. We are seeking an experienced, mission-driven and equity-centered branding partner with nonprofit expertise to guide us through a comprehensive strategic rebrand. The ideal partner will share our dedication to centering communities and lived experience, clear and sustainable impact, health equity and amplifying the voices of Black women, their families, and communities that have been marginalized.

This partnership will play a pivotal role in redefining our and strengthening community understanding of our organizational identity, charting a clear path that is aligned with our strategic plan, and ensuring that the full scope of our work is clearly recognized.

Our work spans **four focus areas**:

- Direct service & community education
- Policy & advocacy
- Research & training
- Convening & partnerships

As outlined in our 2025–2028 Strategic Plan, HS is entering a new chapter of growth and visibility. Public perception often associates Healthy Start primarily with home visiting; however, our organization now encompasses a broad ecosystem of programs including lactation education, fatherhood initiatives, mental health supports, policy leadership, and systems change. Our Strategic Plan is organized around five core pillars that guide our organizational direction and priorities. The graphic below illustrates these pillars, which serve as the foundation for all organizational priorities and initiatives.

 <b>Leveraging Partnerships for Equitable Systems Impact</b>	 <b>Influencing Systems Through Data and Collective Voice</b>	 <b>Sustaining Impact Through Diversified Funding Models</b>	 <b>Optimizing Organizational Infrastructure &amp; Leadership Capacity</b>	 <b>Redefining Organizational Identity Through Strategic Branding</b>
Healthy Start will deepen and expand cross-sector partnerships to co-create regional solutions that address the root causes of maternal and child health inequities.	Healthy Start will enhance its ability to collect, analyze, and utilize data to inform and amplify its advocacy efforts, as well as share its impact.	To ensure long-term resilience, Healthy Start will pursue new revenue streams that align with its mission and values.	Healthy Start will build and strengthen internal systems and structures, improve operational efficiency, and develop a distributed leadership pipeline.	Healthy Start will launch a rebranding initiative that unifies its four programmatic areas under a single, equity-rooted voice.

It is essential that this rebrand builds community understanding and buy-in, clearly communicating that while HS continues to operate the *Healthy Start* program, we also serve the broader maternal and child health needs of our region.

## Objectives of the Rebrand

- Redefine organizational identity to encompass the full scope of HS programs and systemic impact and to support our growth trajectory.
- Build community understanding and buy-in for the rebrand, maintaining trust in the Healthy Start program while highlighting our expanded model.
- Strengthen visibility and resonance among families, funders, partners, and policymakers.
- Unify voice and messaging across all programs and platforms.
- Support sustainability and growth through improved positioning for funding, partnerships, and talent recruitment.

## Scope of Work

The rebrand will be managed in phased components, including:

- Planning & Visioning – Discovery workshops, brand audit, & identity alignment across four focus areas.
- Brand Strategy & Messaging – Narrative and positioning, messaging framework, tagline, and audience segmentation.
- Visual Identity – Logo redesign, color palette, typography, iconography, templates, and brand guidelines.
- Community Engagement – Inclusive feedback processes to ensure buy-in and authenticity.
- Digital Alignment – New website design and asset integration.
- Rollout & Implementation – Phased launch plan (internal and external), staff training, and ongoing vendor coordination.

## Deliverables

- Brand strategy and messaging framework.
- Visual identity package (logo, fonts, colors, icons).
- Brand guidelines manual.
- New organizational website.
- Community engagement and feedback documentation.
- Rollout and launch plan with staff training resources.
- Print and digital templates.

## Proposal Requirements

Submissions must include:

1. **Company Overview** – Mission, vision, relevant nonprofit/public health experience, description of project team and areas of expertise or focus.
2. **Approach & Process** – Methodology for brand strategy, stakeholder engagement, and phased implementation, including detailed work plan with timeline.
3. **Work Samples** – Project summaries from similar rebrands.
4. **Budget**: \$65,000
5. **Team & References** – Three references from similar projects.

## Evaluation Criteria

- Alignment with HS mission, values, and commitment to equity.
- Demonstrated success with nonprofit and health-equity rebrands.
- Strength of process for community engagement and feedback integration.
- Creativity, clarity, and feasibility of proposed strategies.
- Cost-effectiveness and capacity to manage a phased approach.

## Timeline

- RFP Issued: October 30, 2025
- Submission Deadline: December 1, 2025
- Interviews with Finalists: January 2026
- Selection & Contracting: January/February 2026
- Project Kickoff: February/March 2026
- Completion Target: By December 2027

# Strategic Rebranding Services

## Frequently Asked Questions (FAQ)

### **Q: Why is Healthy Start pursuing a rebrand at this time?**

A: The rebrand reflects a pivotal moment in Healthy Start's growth. Guided by our 2025–2028 Strategic Plan, we are expanding from a single-program identity to a broader ecosystem of services advancing Black maternal and child health across Western Pennsylvania. This rebrand will clarify who we are today, a multi-dimensional organization driving systems change through direct services, policy leadership, research, and community partnerships.

### **Q: How does leadership define success for the rebrand?**

A: Success will mean:

- Clear, unified messaging across all programs and platforms.
- A strengthened connection with families, funders, policymakers, and partners.
- Brand visuals and language that honor Black maternal health leadership and community voice.
- Improved positioning for funding, talent recruitment, and national visibility.
- Internal alignment; ensuring every team member understands and embodies our mission and voice.

### **Q: What are the rebrand's core goals and priorities?**

A: Our rebrand aims to:

- Redefine Healthy Start's identity to reflect our full service scope.
- Build trust and understanding among diverse audiences.
- Center equity and representation in all communications.
- Showcase our role as a regional leader in maternal and child health innovation.
- Create tools and systems that ensure long-term brand consistency and usability.

### **Q: How will community feedback and co-design be integrated?**

A: Authentic community engagement is essential. We expect the selected partner to recommend participatory methods, such as listening sessions, story collection, or focus groups, that elevate lived experience. Our programs are community-rooted, and the rebrand must mirror that truth.

### **Q: Which audiences are most important to engage?**

A:

- Families & Participants: Centering Black birthing people and families as the heart of our story.
- Funders & Policymakers: Demonstrating impact, outcomes, and systems-level leadership.
- Partners & Practitioners: Reinforcing Healthy Start's collaborative role in public health.
- Staff & Ambassadors: Equipping our internal teams to live the brand through every interaction.

### **Q: What tone, design, or brands does Healthy Start admire?**

A: We are inspired by design and storytelling that feel authentic, community-rooted, and equity-driven, work that reflects lived experience while maintaining clarity, professionalism, and warmth. We value visual identities that communicate trust, pride, and belonging, and we're particularly drawn to approaches that bring together data, story, and soul in a cohesive way.

### **Q: Are there specific cultural or linguistic considerations?**

A: Yes. The visual and narrative identity must honor cultural diversity, family structures, and lived experiences within Black and birthing communities. All messaging should be written in plain, inclusive language and designed for digital accessibility.

### **Q: What is Healthy Start's vision for the new website?**

A: The website will be the digital heart of Healthy Start's rebrand, a clear, accessible, and community-centered platform that reflects our identity, values, and full ecosystem of programs. It should engage families, inform partners and funders, and bring together our storytelling, data, and impact in alignment with the new brand system.