



**COVENANT  
HEALTH**

# Philanthropy Writer

**Request for Proposals  
Covenant Health, Inc.**

## Timeline of Proposal Process

RFP Published:	01/30/2024
RFP Response Due:	02/21/2024
Vendor Interviews	02/26/2024
Start Date	03/11/2024

Please send proposals and questions to: Susan Oldrid, Director, Resource & Strategy Development

[susan.oldrid@covenanthealth.net](mailto:susan.oldrid@covenanthealth.net)

508.728.1843

January 30, 2024

**Executive Summary**

Covenant Health Foundation (CHF) seeks the services of a professional copywriter to draft a variety of donor communications to be disseminated across multiple channels, including print, web, and social media. We are seeking a professional with experience in the philanthropic sector and who is aware of sector best practices.

**1. Introduction**

CHF’s mission is to raise restricted and unrestricted philanthropic funds to support the programmatic, capital, and operational needs of three acute care hospitals and 12 post-acute care (PAC) facilities located throughout New England and Pennsylvania.

Each hospital and the group of 12 PACs is supported by an Executive Director of Philanthropy (ED) who is responsible for setting and implementing the overall fundraising strategy for his/her respective facility/facilities. Each ED is supported by a mix of local and centralized services, including database management/gift processing, annual fund/stewardship program management, grant management, and graphic design. The Foundation President is a member of Covenant Health’s Corporate leadership team.

**2. Current Annual Fund/Stewardship Program** (samples of recent appeals attached to email)

- a. **Annual Appeals:** For each appeal, the copywriter will meet with appropriate team member to discuss concept; conduct one interview with donor, physician, patient/resident, or family member, draft the direct mail appeal letter, companion email appeal message and corresponding thank you letter.

<b>Appeal</b>	<b>Entity</b>	<b>Copy Requirement</b>	<b>Avg. word count</b>	<b>Est. Copy Deadline</b>
Grateful Patient Mailing	All entities	Same copy for all three hospitals with some unique name indicators, Same copy for 8-10 PACs with some unique name indicators.	300 appeal 200 TY letter	3/22/24
Spring Appeal letter and companion thank you letter gift	All entities	Unique for each of three hospitals. Same copy for 8-10 PACs with one unique paragraph or quote.	400 appeal 200 TY letter	4/19/24
Lights of Remembrance Appeal	Three hospitals	Unique for each of three hospitals.	400 appeal 200 TY letter	8/29/24
Fall Appeal	All entities	Unique for each of three hospitals. Same copy for 8-10 PACs with unique paragraph or quote.	400 appeal 200 TY letter	9/26/24
End of Year Email Appeals	All entities	Same copy for each of three hospitals with some unique name indicators. Same copy for 8-10 PACs with some unique name indicators.	400 appeal 200 TY letter	12/1/24
Pink Ride Event Appeal	One hospital	Unique to one hospital.	400 appeal 200 TY letter	12/11/24

- b. **Stewardship:** For each publication below (excludes emails), copywriter will meet with appropriate team member to discuss concept and conduct one or more interviews, depending on content, with donors, physicians, patients/residents, or family members to provide context for articles. (Publications links below)

Stewardship	Entity	Copy Requirements	Avg. Publication Length	Avg. # of Articles/ Word Count	Est. Copy Deadline
School of Nursing Annual Report	One hospital	Unique to one hospital.	10 pages	9 Articles avg. word count: 300 per article	5/30/24
Gratitude Report	8-10 PACs	Unique to each of 8-10 PACs.	4 pages	4 Articles avg. word count: 200 per article	7/31/24
Cornerstone Newsletter	Three hospitals	Unique to each of three hospitals	8 pages	6 Articles avg. word count 250 per article	7/17/24
Holiday Emails 1. New Year 2. Valentine’s Day 3. Easter 4. Thanksgiving 5. Christmas	All entities	Same copy for all three hospitals with some unique name indicators. Same copy for 8-10 PACs with some unique name indicators.		150 words per email	Two weeks prior to holiday

**St. Joseph Hospital School of Nursing Annual Report**

[https://stjosephhospital.com/wp-content/uploads/2023/05/nurse-report\\_2022\\_web.pdf](https://stjosephhospital.com/wp-content/uploads/2023/05/nurse-report_2022_web.pdf)

**Cornerstone Newsletters**

[https://stjosephhospital.com/wpcontent/uploads/2023/12/Nashua\\_2023\\_CornerStone\\_web.pdf](https://stjosephhospital.com/wpcontent/uploads/2023/12/Nashua_2023_CornerStone_web.pdf)

[https://stmarysmaine.com/wp-content/uploads/2023/12/Lewiston\\_2023\\_CornerStone\\_web.pdf](https://stmarysmaine.com/wp-content/uploads/2023/12/Lewiston_2023_CornerStone_web.pdf)

**Gratitude Report:** This is copy from the longest version report; most other PACs have less copy.

[https://www.mihcs.org/wp-content/uploads/sites/18/2023/10/Grateful\\_4-pager\\_2023\\_MaryImm.pdf](https://www.mihcs.org/wp-content/uploads/sites/18/2023/10/Grateful_4-pager_2023_MaryImm.pdf)

c. **History of the program:**

- i. Prior to 2020, the Foundation planned and executed two appeals annually for its three hospitals: two donor stewardship reports and an annual report.
- ii. In 2018, a formal philanthropy program was established for our PAC division. In 2023, all but two PACs were included in annual fund program. An annual Donor Gratitude Report was introduced in 2022.
- iii. With the hiring of our Annual Fund and Stewardship Manager in 2020, we initiated more segmentation into our mailings and have increased the number of patient prospects included in hospital mailings. Goals to increase donor retention, number new donors and increased giving.
- iv. In 2024, we will initiate a grateful patient direct mail program.

### 3. Vision and Goals

In partnering with a professional copywriter, who has experience in developing impactful donor communications, we aim to connect more deeply to our donors' motivations, enhance donor loyalty, and inspire new/increased restricted and unrestricted giving. We desire to achieve this by:

- a. Sharing powerful and inspiring patient/resident stories.
- b. Demonstrating to donors the impact of their giving.
- c. Presenting compelling calls to action.

### 4. Deliverables

Key responsibilities of a selected copywriter:

- a. **Best Practice Guidance:** Bring awareness of best practices in donor communications into your writing and partnership with team members. Contribute to cultivation, engagement, and stewardship strategies as appropriate.
- b. **Partnership:** Partner with Executive Directors and Annual Fund Stewardship Manager to identify writing concepts.
- c. **Writing & Editing:**
  - i. Conducts research and interviews donors, patients/residents, physicians, leadership, staff, or others to compose appropriate and effective copy.
  - ii. Translate complex subject matter into appropriate, resonant copy, conveying the main ideas simply and in a way that the audience can absorb, understand, and act.
  - iii. Align philanthropy content with Covenant Health marketing and communication strategies.
  - iv. Balance multiple writing projects under tight deadlines.
  - v. Manage the editorial and approval process (will include making edits to incorporate changes from multiple parties simultaneously).
  - vi. Adhere to CHF and CH writing guidelines and CH brand standards. (Familiarity with AP style preferred, but not necessary).

5. **Request for Proposals:** In consideration of the vision and deliverables outlined above, CHF invites proposals for our philanthropic writing needs.

### 6. Outline of Proposals

- a. **Narrative:** Describe your qualifications and how a partnership with you will help us achieve our vision and deliverables.

**b. Proposal elements:** In your proposal, include the following:

- i. General company Information
- ii. Name and contact information for you or your company
- iii. Primary point of contact
- iv. Office location(s)
- v. Size of staff
- vi. Bios of key staff who will be assigned to our engagement, including experience
- vii. Past and current client list
- viii. Number of years in business
- ix. Three references for which you have done similar work

**c. Administration:** Describe invoicing process

**d. Fees:** (Budget \$40,000)

- i. Indicate fee structure (hourly, per word, project based)
- ii. Provide detailed fees, broken out by each project listed in “Annual Fund/Stewardship Program” Section (tables on pages 2-3)
- iii. Indicate what is included in fee (e.g., project management meetings, research, interviews, number of revisions, etc.)
- iv. Indicate fee structure for additional work requested outside scope detailed in RFP

**e. Samples and Attachments** (provide healthcare samples, if possible)

- i. Three sample appeal packages, including a reply device if written by you
- ii. Three sample stewardship communications
- iii. Two donor profiles

**7. Timeline and Protocol**

RFP Release Date	01/30/24
RFP Response Due	02/21/24
Vendor Interviews*	02/26/24-2/27/24
Start Date	03/11/24

*\*Upon completion of initial review of proposals, selected vendors will be invited to participate in virtual interviews.*

## Source Selection Criteria

Pricing 25%

General Experience/Client References 25% (company credentials, account team, etc.)

Technical Expertise/Quality of Work 50%

**Any questions should be directed to both Susan Oldrid [susan.olderid@covenanthealth.net](mailto:susan.olderid@covenanthealth.net) and Erin McKenney [emckenney@covh.org](mailto:emckenney@covh.org)**

**Proposals must be provided no later than 5:00 pm on February 21, 2024, and be sent in PDF format to [susan.olderid@covenanthealth.net](mailto:susan.olderid@covenanthealth.net) and [emckenney@covh.org](mailto:emckenney@covh.org)**

To learn more about Covenant Health and each of our facilities, visit <https://www.covenanthealth.net/>.

Note: We only include post-acute facilities identified as “members” in our fundraising efforts.