

Project Overview

Martinsville Henry County Coalition for Health and Wellness (MHCCHW) is seeking proposals for an organizational rebrand. MHCCHW has expanded its footprint in the community since it was originally established in 2005 and has “grown out” of the organization’s name without any unity between the organization as a whole and the health centers, Bassett Family Practice (est. 2008) and Ridgeway Family Health (est. 2017). This has created challenges around brand recognition within our community, along with promoting the organization and the services to full capacity.

About Martinsville Henry County Coalition for Health and Wellness

Initially funded through a 5-year, \$4.5 million grant from the Harvest Foundation, the Martinsville Henry County Coalition for Health and Wellness began operations in April 2005. The Coalition is a 501c3 non-profit and is committed to providing medical and primary health services at Bassett Family Practice and Ridgeway Family Health – and to promoting health, reducing health risk factors and increasing access to medical services, primarily for the uninsured and underserved in the Martinsville-Henry County area.

Project Goals

- A complete rebrand that establishes consistency and unity so that patients, potential patients, staff, community partners and stakeholders can identify who MHCCHW is (as a whole).
- To ensure that our brand is current and aligns with the services that we offer our target audiences.
- To establish a name for the organization that is concise and reflects each facility as it relates to the organization.

Project Scope

The proposal should contain, but not limited to

- Brand Repositioning
- Mission Repositioning
- Renaming & Tagline
- Brand Strategy
- Brand Style Guide with new logo
- Brand Awareness
- Brand Marketing Collateral
- Website
- Social Media Revamp with Brand Graphics and Content Calendar Sample
- Audience Research
- Full Rebrand Rollout and Timeline

The proposal should include:

- An understanding of the rebranding process and other information pertinent to the project.
- Type of experience and any examples of previous rebranding jobs you have completed.
- Professional references.
- Estimated budget and estimated time to complete project.

Project Duration

It is expected that this project be completed with 12-16 weeks of when the MHCCHW contacts you to accept your offer of your services to rebrand the organization.

Submissions and Questions Requirements

All proposals must be delivered either electronically or via mail. Proposals must be received by 5 PM on November 2, 2021 to be considered. Proposals may be submitted electronically to banthony@healthycommunitymhc.org. Proposals may also be mailed to Martinsville Henry County Coalition for Health and Wellness, Attn: Brittany Anthony, 22 East Church St., Ste. 310, Martinsville, VA 24112. Questions regarding this proposal should be directed to Brittany Anthony, Marketing Director, banthony@healthycommunitymhc.org.

Thank you for your interest to partner with Martinsville Henry County Coalition for Health and Wellness. Martinsville Henry County Coalition for Health and Wellness is an Equal Opportunity Employer: Minorities/Women/Protected Veterans/Disabled.