

REQUEST FOR PROPOSAL

Critical Path Institute External Communications

Critical Path Institute (C-Path) is seeking a proposal, including timelines and budget, for external marketing, communications, public relations, and related services.

This Request for Proposal (RFP) describes the intended scope of work and deliverables expected, as well as what is required in the proposal submission. Also included is guidance for proposed budget expenses to be completed by your organization to document the costs of the project on (1) monthly and (2) annual basis.

Information contained in your proposal will be evaluated by C-Path leadership will be considered confidential.

Clarifying questions must be received no later than 6pm/EST June 4, 2021; a conference call may be convened if deemed necessary. Complete proposals must be received no later than 6pm/EST June 11, 2021.

Both are to be sent to:
Samantha Kariolich
Communications Manager
skariolich@c-path.org

Critical Path Institute Background

Critical Path Institute (C-Path) is an independent nonprofit, public-private partnership with the U.S. Food and Drug Administration (FDA) created under the auspices of the FDA's Critical Path Initiative program in 2005.

C-Path provides the legal and scientific infrastructure to provide a uniquely neutral environment for industry, academia, regulators and other government agencies, to work together to accelerate and de-risk the medical product development process. Such acceleration is achieved through the collaborative generation of actionable solutions for specific unmet needs in the process (optimized translation, improved patient selection for clinical trials, optimized clinical trial design, improved patient-centric outcome measures, etc.). Such solutions can be indication specific or indication agnostic.

C-Path orchestrates the development of these actionable solutions through an innovative, collaborative approach to the sharing of data and expertise. C-Path builds consensus among participating scientists from industry and academia with regulatory participation and iterative feedback. Such consensus provides the mechanism to generate the necessary confidence to assure the adoption of the medical product development solutions by sponsors and regulators. Examples of pathways through which this confidence is achieved include informal and formal regulatory pathways. Through these various mechanisms, sponsors can confidently adopt the solutions generated through C-Path's collaborative approach, thus ensuring the continuous optimization of the medical product development process.

Award Requirements

C-Path is looking for an external vendor to effectively assist and manage measurable external communications and multi-channel marketing activities for the organization. Awardee will be responsible for external communications activities listed in Scope of Work (SOW) and tracking, analytics and regular reporting of external communications outcomes.

We expect the selected vendor to accurately portray C-Path as an organization and incorporate appropriate branding design. C-Path aims to elevate its profile and awareness with stakeholders through effective external communications and messaging. Collaboration with C-Path Chief Operations Officer, Chief of Staff and Communications Manager will be essential for effective communications.

Scope of Service

- Strategic Communications
 - Consult/advise on targeted and timely communications, marketing, branding, and promotional strategies along an annual spectrum.
 - Draft, plan, and execute strategic plans as approved.
 - Consult/advise on all external/internal communications in partnership with Communications Manager
 - Organize/participate in meetings and workgroups as needed/upon client request
- Public Relations
 - Draft/edit/distribute all press releases, media pitches, editorial content
 - Negotiate/manage/utilize newswire service contracts
 - Social media placements- distribution of targeted media pitches (relevant/timely) to editors, producers, journalists, broadcasters and podcasters where C-Path benefits from the story and message
 - Coordinate follow-up- schedule interviews with appropriate parties; provide media with background, graphics, photos etc.
 - Provide media and talking points as needed
- Content Marketing and Stakeholder Engagement
 - Create an external and internal Communication *Editorial Program* and *Publishing Timeline* to support the Organizational Strategic Plan
 - Management of all C-Path social media channels, LinkedIn, Facebook, Twitter and YouTube. Identify, draft, design, post and promote messages that support overall communications objectives
 - Anticipate, draft and implement web content (news, successes, impact, etc.) to support organization goals
 - Anticipate, draft and implement all needed website changes and updates
 - Plan, draft, design, print and distribute C-Path Annual Report
 - Email marketing- development and distribution of updates/newsletters (as is relevant and timely) to C-Path stakeholders, staff and subscribers

- Collaboration with C-Path team to coordinate and implement all communications to optimize outreach efforts
- Incorporate the effective use of digital and social media into communication plans
- All creative (design, copy, web development, etc.) to implement approved communications plans. All content will be approved by the designated C-Path team member before publication
- Community management for 2-way communication between C-Path and the people who connect with our messages
- Maintain C-Path's Guidestar profile and provide suggestions for enhancement of rating
- Website Design and Maintenance
 - Address website bugs and improvements discussed in the monthly website meetings or communicated via service tickets
 - Contribute actively throughout all stages of website(s) and page(s) implementation: planning, task management, design, development, feedback management
- Event Support to be available upon request and at an additional fee.

RFP Provisions and Requirements

Please provide the contact information of the person responsible for submitting the proposal. C-Path shall not be responsible for any errors or omissions on the part of the Bidder in preparing this proposal. Bidder shall bear all costs associated with preparing this proposal.

All of the required elements (i.e., methods, deliverables, milestones, experience, timelines, and costs) should be clearly explained in 20 pages or less.

Proposals must include, at a minimum, the following information:

1. **Experience of Bidder and Key Personnel:** Provide a detailed description of the firm's experience in providing similar services. Include the type and number of clients served, as well as the size, scope, and nature of the projects involved. Share any unique insight or relationships which might facilitate a deeper understanding of the target audience(s). Identify any prior experience working with C-Path. Specifically identify any projects or conflicts that may impact services.
 - a. Describe the roles and responsibilities of key personnel on this proposed project. Please include brief descriptions (600 words or less) of all key personnel who will be involved in services.
 - b. OPTIONAL – include branding and website design experience: Provide three case studies of branding and/or website design experience for potential expansion of SOW; case studies of non-profit or health organizations preferred.
2. **Availability:** Provide a statement of the Bidder's availability to provide the Services on an ongoing and immediate basis beginning July 1, 2021.

3. **Proposed Fees/Expenses:** Proposals shall clearly state all fees and expenses to be charged for the performance of the Services on an Annual Term:
 - a. If based on an hourly rate, provide the hourly rates (with any applicable nonprofit discounted rate) to be charged for each individual who would be assigned to this engagement and a general description of how billable hours will be allocated among key personnel.
 - b. Provide an explanation if fees will be calculated on any other basis. Itemize the type of expenses (other than fees) for which your firm would seek reimbursement.
4. **References:** Provide a minimum of three current client references with whom we may speak regarding their experience with your services.

Selection Criteria

Proposals submitted will be reviewed by C-Path's staff for completeness and alignment with C-Path needs. Selection of a firm will be made on the basis of the following criteria:

1. Qualifications, experience, and previous successes of the firm and individuals from within the firm, as identified in this submission;
2. Availability to provide the services;
3. Cost; and
4. Responsiveness of the firm to the RFP categories.

Critical Path Institute actively encourages submission of proposals from disadvantaged business enterprises and companies owned by minorities, women, immigrants and veterans. C-Path does not discriminate on the basis of race, color, religion, creed, sex, sexual orientation, gender identity, age, ancestry, national origin, disability or veteran status in consideration of this award. Equal Opportunity Employer.

As C-Path is the recipient of federal funds, we are subject to federal procurement requirements. Potential contractors of C-Path must meet requirements pertaining to suspension or debarment and, if awarded, would be required to provide documentation indicating as such.