



**Greater New Haven Chamber of Commerce
Enhancing Skills-Based Training in Connecticut
Healthcare Sector**

**Outreach Campaign
DRAFT REQUEST FOR PROPOSALS**

I. Introduction

The purpose of this Request for Proposal (RFP) is to identify and select a qualified marketing firm to develop and implement a comprehensive short-term outreach campaign to promote expanded healthcare training opportunities. There is a primary focus on Certified Nursing Assistant (CNA) programs, as well as other high-demand entry-level roles such as Phlebotomists and EKG Technicians.

This campaign will support multiple training vendors operating within South Central Connecticut. The selected firm will be responsible for creating a unified brand and message that raises awareness, drives enrollment, and reaches priority populations, including unemployed and underemployed individuals, career changers, and underserved communities.

This RFP seeks a strategic partner with the experience, creativity, and capacity to execute a results-driven, multi-channel campaign that aligns with regional workforce development goals and the objectives of the Good Jobs Challenge grant.

II. Background

The Greater New Haven Chamber of Commerce leads the Greater New Haven Bioscience Collaborative, a Regional Sector Partnership (RSP). Within this Collaborative, the Greater New Haven Healthcare Collaborative operates as a subgroup. Together, these groups work to build a sustainable workforce and expand career opportunities in bioscience and healthcare by actively engaging industry leaders and community partners across Connecticut.

The Greater New Haven Chamber of Commerce serves New Haven and the 15 surrounding communities, and additionally serves as the convener of the Manufacturing Collaborative in the South Central Region. The mission of the Chamber is to be an advocate for business, a valuable resource for our members, a venue for connections, and a promoter of economic growth that is shared and inclusive.

III. Scope of Work

We are seeking a marketing partner to design, implement, and manage a coordinated outreach campaign that promotes healthcare training opportunities available through multiple regional vendors, under a single unified campaign identity.



The scope of work includes:

1. Campaign Strategy & Branding

- Develop a clear and cohesive campaign identity and messaging framework that can unify multiple training providers.
- Ensure alignment with the goals of the Greater New Haven Healthcare Collaborative and Good Jobs Challenge grant.

2. Target Audience Engagement

Focus outreach to:

- Unemployed or underemployed individuals
- Jobseekers and career changers
- Students and young adults

3. Outreach Collateral & Content Development

Creation of digital and print materials, including:

- Social media graphics and ad templates
- Email and newsletter content
- Other materials to attract participation
- Messaging should emphasize:
 - Training program benefits (free, short-term, job placement support)
 - Career pathway opportunities
 - Personal stories and employer voices
 - Diversity of training programs and providers

4. Multichannel Outreach Execution

- Paid and organic social media advertising
- Geo-targeted digital ads (Google, Meta, etc.)
- Print and out-of-home ads (community newspapers, billboards, transit, etc.)
- Community and grassroots outreach materials for partners
- Landing page

5. Lead Generation

- Generate 200 qualified leads that will be shared with GNHCC and program operators
- Provide a clear digital process to move leads to program sign-ups
- All leads should be generated by February 15th, 2025 (training programs begin in November)

6. Campaign Monitoring & Reporting

- Monthly reporting on campaign KPIs (e.g., impressions, clicks, signups, conversions)



- Midpoint review and optimization
- Final campaign summary report with key takeaways and recommendations for sustainability

IV. Timeline

The campaign should launch in November, 2025 and run for approximately 3 months.

Proposals should include a proposed timeline, including milestones for campaign planning, creative development, launch, and reporting.

V. Vendor Qualifications

The ideal outreach partner will:

- Have experience creating culturally relevant and inclusive campaigns that resonate with diverse audiences.
- Have strong digital outreach capabilities and experience with multichannel campaigns.
- Be data-driven, with the ability to track, analyze, and adjust campaigns based on performance.
- Have experience developing and executing workforce development or public-sector campaigns (preferred).
- Be familiar with Connecticut's workforce ecosystem and/or South Central region (preferred).

VI. Considerations and restrictions:

1. The Greater New Haven Chamber of Commerce does not provide funding for private foundations described under IRS Code Section 509(a), organizations that promote or practice discrimination, political organizations, religious or fraternal organizations (unless for a program that is secular). We reserve the right, in our sole discretion, to reject any and all proposals, or to modify or cancel the proposed scope, for any reason.

2. This Good Jobs Challenge grant ends on June 30th, 2026. All work will need to be completed and submitted prior to that date. The specific implementation plan will be provided.

VII. Budget Restrictions:

Funding for this grant will be provided from the Economic Development Administration's Good Jobs Challenge Grant #FED22HDQ3070186 and disseminated through the State of Connecticut and the Greater New Haven Chamber of Commerce.

VIII. Required elements of the proposal: Maximum of 3 pages (not including attachments):

Proposals will be evaluated and competitively ranked. The overall comprehensiveness, quality, and clarity of the proposal will be reviewed. Past performance executing similar programs will be strongly considered. Please address each requirement below.



Executive Summary (max 2 pages)

- High-level overview of approach and proposed budget
- Vendor qualifications and experience
- Description of team members assigned to the project

Scope and Timeline

- Breakdown of services and deliverables
- Proposed schedule and key milestones

Sample Work

- Examples of similar campaigns, preferably in workforce or public outreach

Cost Proposal

- Total cost and detailed line items
- Optional or add-on services clearly marked

References

- Contact information for past clients, preferably in similar sectors

IX. Proposal Requirements:

Proposal must be submitted no later than October 24, 2025, at 5 p.m.

Proposals must be submitted electronically to Muriel Abeledo: mabeledo@gnhcc.com

Documents should be in an easily readable format such as PDFs.

X. Inquiries:

The Greater New Haven Chamber of Commerce will offer potential proposers the opportunity for an exploratory conversation before submission. Inquiries should be directed to:

Muriel Abeledo, Workforce Development Specialist, via email to mabeledo@gnhcc.com.