



Provider Communications Request for Proposal

1. Introduction

The Teton Behavioral Health Alliance, an initiative of the Community Foundation of Jackson Hole, works to improve behavioral health in Teton County, Wyoming at a systems level through high-level, cross-sectoral collaboration. The Alliance facilitates community-wide actions that enhance prevention, treatment, and crisis response efforts while addressing the gaps and inequities in the system to better serve everyone who lives and/or works in Teton County.

In partnership with local partners and Government Performance Solutions, Inc. (GPS), the Alliance developed a comprehensive, community-driven Integrated Plan to enhance mental health and substance use services. This multi-year plan includes six priority areas and 24 interconnected strategies across the continuum of care.

This Provider Communications RFP focuses on one of the five strategies being released in Fall 2026 within the Integrated Plan and is intended to advance progress toward broader community goals. The Provider Communications strategy is meant to invest in supports that increase provider capacity and wellbeing. In this specific strategy, the Community Foundation of Jackson Hole is looking for an organization that can help create one single Listserv, a comprehensive communications plan, and a regular newsletter to keep providers informed about upcoming events and opportunities.

The objectives of this strategy are to:

- Establish a coordinated and scalable system for communicating with behavioral health providers.
- Improve providers' access to timely, relevant information, resources, training, and opportunities.
- Strengthen provider engagement and use feedback to continuously improve communications.
- Sustain a centralized source of information and coordination for the local behavioral health providers.

The selected entity will begin work upon contract execution. The anticipated project duration for this first phase is January 1, 2027, to December 31, 2027, with the possibility of a continuation grant to administer the program.

2. Eligibility

Applicants must:

- Be a 501(c)(3) nonprofit, government entity, or other IRS-recognized charitable organization serving Teton County, Wyoming OR be fiscally-sponsored by an entity that meets these requirements. (No for-profit applicants, even with a qualified fiscal sponsor.)
- Grant funds must be used exclusively in Teton County, Wyoming. (In select situations, grants may benefit people working in Teton County, Wyoming who live in neighboring communities.)
- Funds may not be used for debt retirement or religious or political activities
- Grant funds may not be used for work that has already been completed

3. RFP Snapshot

- ✧ Strategy Name: Provider Communications
- ✧ Priority Area: Provider Capacity and Wellbeing
- ✧ Key Deliverables:
 - ✧ Create, maintain, and actively manage provider listserv
 - ✧ Develop, implement and sustain comprehensive communications plan
 - ✧ Distribute a newsletter on a reoccurring, regular schedule
- ✧ Project Duration: January 1, 2027, to December 31, 2027 , with possibility of a continuation grant to continue administering the program
- ✧ Funding Available: \$2,000
- ✧ Submission Deadline: November 13, 2026, at 5:00 p.m.

4. Expected Outcomes

Successful completion of this grant is expected to result in:

5. Scope of Work

The tasks below reflect components identified through the Alliance’s planning process and are intended to guide the scope of work. Applicants may propose additional or alternative activities that can more effectively produce the final deliverable and advance the strategy’s objectives. Proposals should clearly explain the rationale for the recommended approach and how it will achieve the intended results.

Task 1: Assess and consolidate existing provider contact lists into a coordinated communications list, including an appropriate approach to ongoing administration and oversight.

Task 2: Develop and implement an approach for provider outreach, participation preferences, onboarding, and launch communications for the consolidated list.

Task 3: Evaluate and recommend an appropriate communications platform and sustainable cost structure that meet project needs.

Task 4: Develop operating guidelines and content standards that support relevant, useful, and well-managed communications.

Task 5: Establish an ongoing approach to maintaining the accuracy and relevance of the provider list and strengthening provider participation over time.

Task 6: Create clear and consistent pathways across partner websites and other relevant channels for providers to join the communications list and manage their participation.

Task 7: Develop a comprehensive provider communications plan that identifies priority audiences, messages, channels, and approaches for sharing relevant updates, resources, and opportunities. Include an evaluation plan to assess the outcomes of the communications plan.

Task 8: Develop and distribute recurring provider communications, including a regular newsletter, through the consolidated communications list.

Task 9: Gather and use provider feedback and engagement information to assess effectiveness and continuously improve communications and outreach.

6. Measurement, Evaluation, and Reporting

To ensure accountability and alignment with project goals, proposals should clearly connect activities and deliverables to measurable outcomes, including:

- A centralized, accurate, and actively maintained provider communications list with accessible enrollment and preference-management options.
- A comprehensive communications plan and appropriate platform that support consistent outreach, including a recurring provider newsletter.
- Increased provider awareness, participation, and satisfaction with communications and available supports.

Applicants should suggest key performance indicators that can be used to evaluate progress against the objectives and outcomes of the Provider Communications strategy. Examples of key performance indicators could include:

- Number of known behavioral health providers included in the Listserv
- Growth in subscribers to the newsletter over time
- Newsletter open and click-through rates
- Percentage of surveyed providers who report that communications are relevant, accessible, and useful

Reporting Expectations

- ⊄ The Community Foundation of Jackson Hole may request quarterly calls to receive progress updates.
- ⊄ Grantees are asked to submit an interim report and budget to provide a progress update and budget alignment.
- ⊄ Grantees are asked to participate in a mid-year check-in meeting to provide updates on implementation progress, discuss successes and barriers, and ensure alignment with grant objectives.
- ⊄ Grantees are asked to submit a final report after completion of their grant-funded work. Reporting dates are customized to individual project timelines. The Grant Report form focuses on impact, evaluation, strategies, and budget alignment.

7. Timeline

The selected entity will begin work upon contract execution. The anticipated project duration for this first phase is January 1, 2027, to December 31, 2027, with a possibility of renewal to administer the program. Proposals should include a detailed timeline aligned with the scope of work and key milestones. Examples of potential phases are below.

Potential Phases

Phase 1: Assessment and planning

Phase 2: System and infrastructure development

Phase 3: Provider engagement and launch

Phase 4: Ongoing implementation and improvement

8. Budget

The total project budget for this phase is expected to be \$2,000. Applicants should include a detailed itemized budget including fee structure and budget narrative.

9. Contract Terms

Disbursement Type: Grant

Data Sharing: Organizations are expected to share relevant, non-confidential data, both quantitative and qualitative, to help The Teton Behavioral Health Alliance better understand the needs of our community and the impacts of our efforts.

Collective Impact: Organizations are expected to engage in collaborative efforts that strengthen communication, coordination, and shared action across the behavioral health system, leveraging collective strengths to advance common goals and address community needs.

10. Proposal Requirements

To ensure a fair and consistent review process, please organize your proposal using the following sections and prompts below.

1. Approach to scope of work
 - a. Describe your overall approach to the design and implementation of the program.
 - b. Outline how you will ensure the program respects diversity and is inclusive of all residents throughout the program.
2. Work plan and timeline
 - a. Provide a detailed work plan and timeline that outlines key milestones and project management strategy.
3. Measurement, Evaluation, and Reporting
 - a. Provide additional key performance indicators to evaluate progress against the objective and outcome of this strategy.
4. Relevant experience and qualifications
 - a. List 2 projects that illustrate relevant organizational experience and qualifications that make your organization a good fit for this strategy.
 - b. List key staff, their roles and their qualifications.
 - c. One reference that can verify experience and qualifications.
5. Budget, including fee structure, and budget narrative not to exceed \$2,000

11. Selection Process

Proposals will be evaluated by the Alliance's Integrated Plan Selection Committee based on the following criteria:

- Approach— 40 percent
 - Understanding of the project goals and scope
 - Clear description of how the tasks will be accomplished
 - Effective plan for constituent engagement and collaboration in the design and execution of the program
 - Consistent diversity and inclusion considerations throughout the project
- Team – 30 percent
 - Relevant experience and demonstrated success from past related projects
 - Experience collaborating in cross-sector work
 - Relevant qualifications of the proposed project team
- Activities— 20 percent
 - Clear timeline and project milestones
 - Effective approach to project management
- Budget – 10 percent
 - Detailed listing that covers the staff and direct costs required for the proposed approach

The anticipated selection timeline is December 14 – 16, 2026. The Alliance reserves the right to modify this timeline as needed. All applicants will be notified once a final decision has been made.

The Alliance reserves the right to reject any or all proposals, to modify the scope of work before the completion of the agreement and does not guarantee the award of a contract through this RFP process.

12. Submission Guidelines

Proposals should be submitted via Survey Monkey Apply by 5pm MT on November 13, 2026.

All inquiries should be directed to: Kate Schelbe, Backbone Leader of the Teton Behavioral Health Alliance at KSchelbe@tetonbha.org. Questions must be submitted via email to Kate Schelbe by 5pm MT on October 21, 2026. Answers to questions will be shared on the RFP website (<https://www.cfjacksonhole.org/behavioral-health-integrated-plan-rfps>) to ensure equitable access to information.