YOUR
LOGO

**COMPANY NAME**

PUBLIC-HEALTH AWARENESS-CAMPAIGN PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for the opportunity to present this proposal for a Public Health Awareness Campaign. At [Your Company Name], we design strategic outreach efforts that educate, engage, and empower communities to make informed health decisions.

This proposal outlines our campaign plan tailored for [Client Name]'s public health priorities.

# Project Objectives

The primary goals are:

- Raise awareness around critical public health issues
- Promote healthy behaviors and preventive actions
- Build trust and engagement with target audiences
- Support measurable improvements in community health outcomes

# Proposed Services

Our public health campaign services include:

- Message and content development based on behavior change models
- Multimedia campaign creation (digital, print, radio, outdoor, etc.)
- Community outreach, partnerships, and event coordination
- Social media management and influencer engagement
- Monitoring, evaluation, and reporting

# Scope of Work

Scope includes:

- Needs assessment and audience segmentation
- Creative development and multi-channel strategy
- Campaign rollout and ongoing community engagement
- Data collection, surveys, and impact tracking
- Final report with metrics and insights

# Timeline

Proposed campaign timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Research & Planning | Define goals, audiences, and channels | [Start Date] |
| Creative Development | Produce messaging and campaign assets | [Date] |
| Launch & Engagement | Roll out campaign and engage community | [Date] |
| Evaluation & Reporting | Assess reach, impact, and learnings | [Completion Date] |

# Pricing

Estimated cost breakdown for campaign development and execution:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Strategy & Planning | Needs assessment, audience, goals | [Amount] |
| Creative & Media | Design, content, and media placement | [Amount] |
| Outreach & Activation | Community engagement and coordination | [Amount] |
| Monitoring & Reporting | Impact tracking and final documentation | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a full-service communications and public health agency committed to using storytelling and strategy to improve health outcomes.

- Experience: [X] years leading public awareness initiatives across sectors
- Expertise: Health literacy, behavior change, media buying, multilingual campaigns
- Mission: To make health knowledge accessible, actionable, and impactful for all

# Case Studies / Testimonials

Case Study: [Client Example]

- Project: COVID-19 prevention awareness in underserved communities
- Outcome: Reached 1.2 million people and improved testing and vaccination rates by 30%

Testimonial:
“[Your Company Name] helped us reach people where they are. Their campaign was culturally relevant, effective, and well-executed.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% upon contract signing, 30% at campaign launch, 20% after final report.
Service Scope: Includes strategy, creative, media, outreach, and reporting.
Client Responsibilities: Provide branding guidelines, access to community contacts, and feedback in a timely manner.
Adjustments: Scope or schedule changes require written agreement.

# Acceptance

To approve this public health awareness campaign proposal and initiate services, please sign below.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Name: [Client Name]
Title: [Title]
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_