

Request for Proposal (RFP)

Contract Marketing Copywriter - Consultant

Issued by: Medical Teams International

Proposal Due Date: March 20, 2026

Anticipated Start Date: March 26, 2026

1. About Medical Teams International

Medical Teams International is a global health organization working alongside communities to provide life-saving health care, improve health outcomes, and restore dignity to those affected by disaster, conflict, and crisis. We operate with a commitment to professionalism, compassion, and stewardship, ensuring our communications reflect the trust placed in us by donors, partners, and the communities we serve.

Our highly trained medical teams save lives, alleviate suffering, and restore human dignity by offering comprehensive medical care and mental health services to people experiencing crisis. Our teams are made up of expert and experienced medical professionals from the regions where they work.

We serve in neglected, hard-to-reach places like the frontlines of conflict, refugee camps, and border regions, helping people facing complex emergencies and/or displacement. In these settings — where healthcare systems have been destroyed, supply chains have been interrupted, or most medical professionals have been forced to flee — we provide the best care we possibly can.

Our teams take on the informed risk, operational obstacles, and financial challenges that come with serving in these difficult places because that is where we are needed. Unlike most emergency aid organizations, we also work hard to strengthen local healthcare systems in the regions where we work by establishing clinics, providing equipment, and training volunteers to ensure people have access to healthcare long after the crisis is over.

A few of the healthcare services we provide:

- Malnutrition Treatment
- Maternal Health Services
- Mental Health Care
- Preventative Care
- Pediatric Care
- Disease Outbreak Prevention

- Immunizations
- Emergency Dental Services
- Medical and Pharmaceutical Supplies

After over 45 years of serving and learning, we take pride in the quality of our work and the financial responsibility and transparency with which we conduct it. The global reputation our teams have earned is one of our greatest achievements.

2. Purpose of This RFP

Medical Teams International is seeking proposals from qualified Copywriters (individual contractors) to support the organization's brand positioning, fundraising growth, church and volunteer engagement strategies, and PR initiatives.

This contract role will help shape and articulate a clear, compelling, and mission-aligned voice for Medical Teams — strengthening how we communicate life-saving medical care to donors, churches, partners, and the broader public.

The Copywriter will play a strategic role in refining messaging frameworks, developing revenue-generating fundraising campaigns, supporting integrated brand and PR initiatives that increase awareness, and creating practical resources that equip churches and supporters to engage meaningfully with the mission.

The purpose of this role is to deliver cohesive, persuasive messaging that:

- Strengthens brand clarity and purpose
- Supports integrated brand campaigns and marketing materials
- Supports Media Relations efforts
- Drives fundraising growth across multi-channel campaigns
- Supports the mobilization of supporters and volunteers
- Equips internal teams with clear, consistent messaging tools

This role ensures that Medical Teams communicates with one unified, confident voice across fundraising, brand, mobilization, and external communications.

This is a contract position working in close collaboration with the Chief Marketing & Mobilization Officer (CMMO) and Director, Marketing, and Marketing Manager

3. Scope of Work

The Copywriter will support Medical Teams' brand and marketing efforts through strategic, clear, and compelling writing across channels. This role will contribute to the organization's rebrand — including refinement of brand voice, messaging pillars, and positioning — while also supporting key marketing initiatives, including fundraising campaigns, direct response, digital marketing, advertising, events, PR, donor communications, and church engagement.

Through this scope of work, the Copywriter will develop messaging and practical resources that equip churches, supporters, and partners to engage meaningfully in delivering life-saving health care, translating Medical Teams' global impact into stories and tools that inspire prayer, generosity, advocacy, and partnership.

Primary Responsibilities

- Partner closely with the CMMO, Director, Marketing and Marketing Manager and other marketing team members to execute copy assignments that support integrated campaigns, fundraising initiatives, digital marketing, advertising, events, church partnership, and media relations efforts
- Contribute to the rebrand process, including refinement of brand voice, positioning, messaging pillars, and key audience messaging, ensuring alignment across all marketing initiatives
- Collaborate with the marketing team to develop campaign messaging and write copy for direct mail, email, digital advertising, landing pages, marketing storytelling, website content, brochures, presentations, social media, annual reports, and event materials
- Support donor acquisition, retention, and sustainer marketing efforts with clear, persuasive, response-driven copy aligned with campaign goals
- Develop and adapt messaging for church partners, including campaign toolkits, speaking materials, email templates, bulletin inserts, and faith-forward storytelling that equips pastors and congregations to engage with Medical Teams' mission.
- Help translate programmatic, field, and executive content into audience-appropriate messaging
- Work cross-functionally with designers, digital staff, and external vendors to ensure cohesive storytelling and consistency between visual and written brand expressions
- Review and edit existing materials as needed to improve clarity, consistency, and alignment with brand voice and campaign objectives
- Ensure all content reflects Medical Teams' mission, values, and faith-based identity while remaining accessible and compelling to diverse audiences

Key Focus Areas

Brand Messaging Foundation

Focus: Establish strategic clarity, alignment, and foundational messaging frameworks to guide all communications and events.

Campaign Messaging Activation

Focus: Apply updated messaging to active fundraising and external campaigns, including events.

Growth & Integrated Messaging

Focus: Scale messaging across major fall fundraising and brand campaigns, ensuring integration across channels, including events.

Ongoing Copywriting Requests & Refinement

Focus: Optimize messaging based on performance insights, support emerging initiatives, and maintain sustained brand alignment.

Project Deliverables

- Stakeholder interviews (i.e., Executive Leadership, Philanthropy / Fundraising, Marketing, PR & Communications, Church & Mobilization, Programs / Field Operations)
- Messaging audit summary and insights report
- PR and brand relaunch messaging support
- Enhancements to brand voice and tone guidelines
- Audience-specific key messages (donors, churches, partners, media)
- Multi-channel fundraising campaign copy (i.e., Emergency/Disaster Response, Easter/Spring, Summer Gap, Fall Major, GivingTuesday, Sustainer, Calendar Year-End)
- Multi-channel brand campaign copy (i.e., Always-On brand messaging, Corporate Partnerships, Church Mobilization, Vision Trips, Advocacy initiatives)
- Church engagement toolkits and campaign resources
- Sustainer positioning and donor journey messaging updates
- Digital campaign copy (email, landing pages, advertising, SMS)
- Internal messaging playbook and copy standards guide
- Ongoing copy support and performance-informed messaging refinements

4. Desired Qualifications

Proposals should demonstrate the following:

- 15+ years of professional copywriting experience
- Nonprofit, faith-based, experience required
- A strong portfolio demonstrating excellence in storytelling, brand voice development, and persuasive fundraising copy
- Experience writing for both print and digital channels, including direct mail, email, web, advertising, SMS, and multi-channel campaign materials
- Ability to write within established brand guidelines while helping refine and evolve voice, positioning, and messaging frameworks
- Experience supporting media relations initiatives and brand campaigns with aligned messaging and spokesperson materials
- Demonstrated experience developing training programs and engagement resources, including speaker scripts, presentation decks (PPT), facilitation guides, church toolkits, and practical materials that equip churches and supporters to engage meaningfully
- Comfort collaborating closely with marketers, designers, church partnership staff, philanthropy staff, program staff, and organizational leadership
- Strong project management skills and ability to manage multiple assignments, prioritize effectively, and meet deadlines
- Experience writing response-driven fundraising copy (donor acquisition, retention, sustainer marketing)
- Proficiency working in shared, cloud-based environments and content management systems; familiarity with project management platforms is helpful

5. Engagement Details

Medical Teams International anticipates this role will be engaged on a **contract basis**, with an estimated workload of 40 hours per week.

This role will include:

- Ongoing copywriting support
- Project-based assignments
- Participation in creative reviews and planning meetings

6. Proposal Requirements

Proposals should include the following:

1. **Overview & Approach**

A summary of your background, design philosophy, and approach to supporting mission-driven organizations.

2. **Relevant Experience**

Description of comparable brand and design work, particularly in areas such as logo development and refinement, visual storytelling, environmental and signage systems, digital and print execution, branded materials (i.e., swag), and longer-form publications such as annual or impact reports.

3. **Portfolio**

A link to a portfolio highlighting relevant projects. Please note which pieces best reflect senior-level thinking and brand execution.

4. **Availability & Engagement Model**

Estimated availability, preferred contract structure, and typical turnaround expectations.

5. **Pricing**

Monthly rates only

7. Submission Instructions

This RFP is being shared through direct outreach and external posting for 7 days. The due date is noon on 20 March 2026. If you are interested in moving forward, please upload the requested materials and proposal at the Paycom Apply link.

8. Evaluation Criteria

Proposals will be evaluated based on:

- Quality and relevance of portfolio
- Alignment with Medical Teams International's mission and values
- Demonstrated senior-level design thinking
- Communication and collaboration approach
- Cost and overall value

Evaluation Process: Shortlisted bidders may be invited to discuss their proposals in more detail at Medical Teams' discretion. Medical Teams reserves the right to keep all evaluation details confidential and to select the successful RFP. Proposals will be evaluated through documented review of all relevant criteria by qualified Medical Teams staff, as required by the *Medical Teams Global Procurement Policy*. Medical Teams reserves the right to award in full, part, or not at all, any submission; and to re-publish the RFP.

Value for money is important to Medical Teams International, and all decisions will be made to ensure funds dispensed are used in the most effective and efficient manner. Medical Teams International may award multiple contracts, and all contracts will be non-exclusive.

Payment: Medical Teams International's standard payment terms are Net 30 or acceptance of Goods/Services/Works, whichever is later.