

**Community Service Society of New York**  
**Request for Proposals**  
**Keep New York Covered (KNYC)**

**The Community Service Society (CSS) invites non-profit community-based enrollment organizations to participate in a unique opportunity to receive funding for outreach and marketing of enrollment services through the grant-funded Keep New York Covered (KNYC) project.**

In March 2023, CSS launched the KNYC project in partnership with a consortium of eight private foundations to promote awareness about the need for New York consumers to renew their coverage once the federal Public Health Emergency (PHE) ended. The KNYC project funded 36 community-based organizations (CBOs) that were able to conduct 68,930,544 million outreach touchpoints with New Yorkers through in-person events, social media posts, and paid advertising. This marketing effort led to the renewal of 103,483 people since March 2023.

While the PHE unwind has come to an end, many New Yorkers still need help with: understanding how to maintain their coverage during their next recertification process; navigating benefit and programmatic changes; and addressing scheduled shortfalls in federal premium assistance funding. The passage of [H.R. 1](#) further underscores the urgency of these challenges, as federal policy changes will require an all-hands-on-deck effort to ensure consumers understand how their eligibility and coverage may be affected.

With this RFP, CSS seeks to support a network of CBOs to reach New Yorkers, most likely to be affected by proposed coverage changes. These include immigrant communities, low wage workers, children, older people, people with disabilities, and other low-income individuals and families.

CSS's application for renewal support for the KNYC project is pending. **CSS anticipates providing sub-grants ranging from \$20,000-\$40,000 to 6 -10 CBOs for calendar year 2026 should funding be secured.** Immigrant serving CBOs are strongly encouraged to apply. Applicant organizations must be certified by the Department of Health (DOH) to provide Navigator or Facilitated Enrollment for the Aged, Blind, and Disabled (FE-ABD) services. Please note that direct enrollment services are funded by the DOH Navigator or FE-ABD grants and the KNYC project does not fund direct enrollments. **This funding opportunity is for marketing and outreach activities that drive renewals and enrollments.**

Responses to this KNYC funding opportunity are due on November 14, 2025. CSS expects to announce awards in mid-late December 2025, via the CSS website,

[www.cssny.org/rfp](http://www.cssny.org/rfp). The sub-grants are expected to begin on January 1, 2026. **Sub-grants and timelines are subject to the funder’s approval of the renewal of CSS’s KNYC grant.**

**Important Dates**

<u>EVENT</u>	<u>DATE</u>
Release of RFP	October 1, 2025
Questions About This RFP Due	October 10, 2025
Answers Posted	October 15, 2025
Applications Due	November 14, 2025
Award Announcements	Mid-late December 2025
Grant Period (Expected)	January 1, 2026 - December 31, 2026

**KNYC Eligibility Criteria**

Eligible applicants must either be a lead or a sub-contractor in the DOH-funded Navigator or FE-ABD programs.

Preferred organizational characteristics include:

- Past participation in the KNYC project;
- A track record of reaching uninsured and immigrant consumers;
- Experience enrolling individuals through the NYSOH Marketplace and/or Local Social Services Districts/NYC Human Resources Administration (Medicaid) offices;  
or
- Demonstrated experience and skill in reaching hard-to-reach populations, including but not limited to: low- and moderate-income families, communities of color, immigrants, new mothers, faith communities, Native Americans, people who live in rural communities, people who speak languages other than English, people who are LGBTQA+, and people who are seniors and/or have disabilities.

CSS’s selection criteria will include: an analysis of ongoing need for outreach in specific regions and communities throughout the state; past performance by the CBOs in the KNYC project or other client services programs; the population served by the CBOs (both geographic and demographic); and an analysis of proposed CBO outreach strategies.

**Outreach Topics, Activities, and Deliverables:** KNYC sub-grant awardees will develop and implement education outreach campaigns to publicize enrollment services. Marketing and outreach activities will promote the availability of free enrollment assistance, educate New Yorkers about annual recertification, and address recent coverage and eligibility changes.

Funding will be dedicated to marketing and outreach activities. Examples include paid media advertising, transportation ads, post cards, radio ads, text messaging, social media posts, community newsletters, brochures, and re-grants to support education activities conducted by local grassroots CBO partners. Applicants may also seek to fund in-person outreach activities at venues that may include, but are not limited to: religious institutions, community centers or groups, health centers, community health care providers, social service organizations, schools, and chambers of commerce. Presentations may be tailored to a particular audience, or include mixed audiences of participants, advocates, and health care providers. CSS welcomes applicants to propose additional innovative marketing and outreach ideas. All outreach and education materials will be subject to the approval of CSS.

**Sentinel function:** CSS expects that the sub-grantees will collaborate with other KNYC network sub-grantees to identify successful strategies to engage with consumers. Sub-grantees should also be willing to help identify barriers that prevent consumers from staying enrolled in coverage and potential marketing solutions addressing those identified barriers.

**Learning Sessions, Technical Assistance Support, and Communications:** CSS will lead a learning collaborative for all KNYC network sub-grantees through monthly interactive learning sessions where organizations will share best practices and receive technical support. Sub-grantees will have access to an online portal with updated outreach and marketing resources and data analysis to inform targeting of activities. Resources will include effective outreach materials from KNYC sub-grantee organizations, DOH resources and tools, and updated communication campaign and messaging tools.

**Specific deliverables:** Participating organizations will be asked to produce and report on the following deliverables:

- A marketing and/or outreach plan;
- A report of the number of people exposed to the marketing/outreach activity, through the KNYC Salesforce database (e.g. number of people attending the health fair, size of the congregation, number of people engaging with social media posts, etc.);
- A report of the number of people enrolled as a result of the conducted marketing/outreach, through the KNYC Salesforce database;
- Accurate and timely reporting of completed outreach activities/campaigns; and

- Attendance at bi-monthly KNYC network meetings.

**Staffing:** The organization will agree to designate a staff person to serve in a Program Coordinator role for a portion of their time and who will be responsible for:

- Developing an outreach plan and conducting outreach and marketing activities, or supervising program staff at their organization who conduct program activities;
- Collecting and reporting data as directed by CSS on a timely basis;
- Attending bi-monthly outreach network meetings and other program meetings (via webinars) and disseminating materials and updates to their organizational teams, as appropriate; and
- Remaining current on health policy as it pertains to the services provided.

Please note that there will be a kick-off training for staff for the organizations selected through this process soon after the awards are announced. Applicants must plan to be able to have appropriate staff participate in this training if awarded sub-grants under this RFP.

### **Range of Awards**

Depending on funding available and the number of proposals received, CSS anticipates awarding sub-grants in the amount between \$20,000-\$40,000. **Both the issuance and the amount of the sub-grant awarded to successful applicants is contingent upon the approval of a funding renewal request made by CSS to a private philanthropy.** Once the sub-grant is awarded and the grant contract is signed, awardees must fulfill all requirements to receive full payment.

### **Content of Proposal**

All items listed in sections A to D below must be included in each proposal for it to be deemed complete. Proposals missing any component will not be considered.

#### **A. Cover Form (Form Attached)**

1. Complete and submit the cover form. Please include the organization's Employer Identification Number (EIN).

#### **B. Financial Statements & Legal Documents**

1. Proof of not-for-profit status: (i.e., 501(c) 3 tax-exempt verification).
2. A copy of the organization's most recent audited financial statement with the management letter from the auditors.

### C. Proposal Narrative (2 to 3 pages)

1. Mission. Describe your organization's current mission and enrollment activities.
2. Consumers you serve. Tell us about the consumers you will serve:
  - a. Geographic area. Which counties will you serve? Your agency must be able to provide education and outreach to consumers within one or more counties in New York State.
  - b. Population. What populations do you serve? For example, do you serve people who are: low- and moderate-income families, communities of color, immigrants, new mothers, people who speak languages other than English, people who are LGBTQA+, and people who are seniors and/or have disabilities? What are the primary languages of your population? Describe other unique characteristics of the organization's service population (e.g., rural populations or other underserved constituencies). Describe their specific needs in relation to enrollment in health insurance; are there particular challenges they face in terms of accessing and engaging in enrollment and renewal activities?
3. Activities and deliverables. Describe the activities you will perform and deliverables you will achieve. (Please include lessons learned from past participation in the KNYC project, if applicable.)
  - a. How many consumers, caregivers, and/or professionals **will you reach** through outreach activities during the grant period? How will you quantify/track how many consumers are reached through each outreach method you propose?
  - b. How many consumers **will be enrolled** (using Navigator or Facilitated Enrollment funding) as a result of outreach under this grant? How will you track enrollments that were a result of this outreach?
  - c. Describe how you will identify consumers who need to renew or change their coverage.
  - d. Please describe what specific outreach strategies you will use to promote and increase awareness of Navigator and Facilitated Enroller services. Explain how the proposed outreach activities will lead to enrollments.
4. Staffing. Describe the staffing for this project. Tell us the experience and current duties of any personnel already on staff who will deliver or supervise services under this project.
5. Reporting. CSS will ask all sub-grantees to submit collected data through a centralized Salesforce portal. Can your organization report data to funders in a timely fashion? Describe current data tracking capacity.

## **D. Budget (1 page)**

1. The information requested in this section will be used to evaluate your proposal's cost-effectiveness, as compared to proposals from other applicants. CSS reserves the right to negotiate these terms with individual awardees.
  - a. Propose a grant amount for the project period.
  - b. Provide a line-item budget for a 12-month term, describing how the amount proposed will be used for this project. Include:
    - i. Personnel expenses (consistent with staffing listed above).
    - ii. Other than personnel expenses.
    - iii. In-kind or other organizational contributions.
    - iv. A brief explanation for each budget line.

## **Conditions**

CSS reserves rights to postpone or cancel this RFP; reject all proposals; request additional information; negotiate with applicants individually; modify the number of awardees and dollar amounts of sub-grants; amend specifications; eliminate requirements; accept only those proposals that serve the best interests of the program; terminate contracts for poor performance or in the best interest of the program; and amend terms of contracts to serve best interests of the program. All organizations selected will be asked to provide evidence of general liability insurance, workers' compensation, disability, and errors and omissions insurance upon signing a contract with CSS.

## **Questions**

Questions about this RFP should be **emailed** by 5:00 pm on October 11, 2025, via [outreachrfp@cssny.org](mailto:outreachrfp@cssny.org). The subject line should be "CSS Keep New York Covered Partner RFP Question." Common questions (de-identified as to sender) and answers will be posted on the CSS website ([www.cssny.org/rfp](http://www.cssny.org/rfp)) on October 15, 2025.

## **Instructions for Submission**

CSS requests that all organizations submit their proposal electronically to CSS no later than 5:00 pm on November 14, 2025. Emailed proposals should be sent to [outreachrfp@cssny.org](mailto:outreachrfp@cssny.org). The subject line should be "CSS Keep New York Covered Year 4 Partner RFP."

**Community Service Society of New York**  
**Keep New York Covered Partner Request for**  
**Proposals Proposal Checklist**  
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- \_\_\_ Completed Cover Form
- \_\_\_ Proposal Narrative (not to exceed 3 pages)
- \_\_\_ Proposed 12-month program budget with a brief explanation for reach budget line (1 page)
- \_\_\_ Proof of Not-for-Profit Status
- \_\_\_ Organization's most recent audited financial statement(s) with the management letter from the auditors

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Proposals Cover Form  
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This form and the entire original application are due by the due date indicated in the Important Dates section.

**NAME OF ORGANIZATION:**

Address:

Telephone Number:

Fax Number:

Email Address:

EIN:

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**\*\*\*Only fill out this form if organization uses a Fiscal Conduit\*\*\***

**FISCAL CONDUIT (if applicable):**

**Name:**

**Address:**

**Telephone Number:**

**Fax Number:**

**EXECUTIVE DIRECTOR (or equivalent operational leader) print name and title:**

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**PRESIDENT OR LEADER OF BOARD OF DIRECTORS (or governing board) print name and title**

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_