

Minnesota Coalition Against Sexual Assault



Request for Proposal Lobbyist/Policy Consultant

Deadline for Submission: October 14, 2022

Presentations to Committee: Week of October 24, 2022

Purpose:

The purpose of this Request for Proposal (RFP) is to solicit proposals from consultants experienced in providing government relations, legislative advocacy, and lobbying services to support and further the Minnesota Coalition Against Sexual Assault (MNCASA) legislative priorities. The consultant will assist MNCASA to build relationships with elected and appointed officials, advance MNCASA's legislative priorities, and provide political communication and coalition support.

This consultant will work closely with the Public Policy Manager and Executive Director to develop and support MNCASA's legislative agenda for 2023, beginning in November 2022 and extending through the end of the 2023 Minnesota Legislative Session, with possible renewal.

MNCASA Values and Approach:

The Minnesota Coalition Against Sexual Assault (MNCASA) is a membership organization that supports the work of more than 60 member agencies throughout Minnesota, most of whom are community based advocacy agencies providing direct service to victims/survivors within their communities. MNCASA also works nationally on systems change through our Sexual Violence Justice Institute. For over 40 years, MNCASA has provided leadership and resources for sexual assault programs and allies to prevent sexual violence while promoting a comprehensive, socially just response for all victims/survivors.

Our Guiding Philosophy:

The primary goal of MNCASA is to initiate a change in society's attitudes toward sexual violence and work to build system responses that meet the needs of victims/survivors. In partnership with victims/survivors, advocates, community programs, and government agencies across the country, MNCASA challenges institutions, practices, and policies that promote systems of oppression to prevent sexual violence while promoting a comprehensive, socially just response for all victims/survivors.

Our Work:

The coalition provides technical assistance and support to member programs throughout the state of Minnesota. This includes ongoing training and education, development and distribution of educational materials, communities of color outreach, public policy initiatives, resources, and referrals.

MNCASA provides:

- (1) *Victim and Survivor Support* by helping partner programs and medical personnel, law enforcement, and legal and social service providers deliver state of the art victim advocacy and support;

(2) *Prevention Support* by developing the capacity of partner programs and others to design and implement effective community-level primary prevention strategies;

(3) *Policy Reforms* through public policy education and advocacy; and

(4) *Systems Change* by developing capacity in medical, criminal legal, social service, and judicial systems to incorporate a coordinated and victim-centered approach into their responses.

Scope of Services:

Advocacy and Lobbying

- Work to pass MNCASA's legislative agenda by lobbying members of the legislature, their staff, and other state government officials in accordance with the MN Campaign Finance Board rules;
- Provide testimony to various legislative bodies;
- Work with and support survivors during their testimony.

Strategy and Relationship Building

- Assist MNCASA in navigating the landscape of the state legislature, influencers, policies and processes;
- Propose a strategic advocacy and political engagement plan designed to achieve MNCASA's legislative goals and support organization priorities;
- Create a plan for communication with key legislators, regulatory agencies, local governments and related policy organizations that are consistent with the mission and scope of MNCASA's legislative work;
- Communicate the mission and goals of MNCASA to key influencers in the legislative policymaking space;
- Consult on MNCASA's policy efforts, including reviewing proposed bills and providing feedback;
- Coordinate with and advise MNCASA communications staff on messaging and media engagement.

Education

- Meet with legislators to keep them informed as to current trends in victim advocacy and sexual assault;
- Provide education and resources to legislators around a variety of issues related to sexual violence, including sexual harassment;
- Provide content for fact sheets, resources, and technical assistance for legislators; MNCASA staff, and member programs;
- Provide training to MNCASA's member programs on effective outreach and engagement with elected officials.

Tracking and Reporting

- Identify, track, and report on state legislation and legislative proposals that may have an impact on MNCASA's mission and membership;
- Track and attend committee and rulemaking hearings;
- Comply with state lobbying registration and reporting requirements.

Qualifications:

- Registered lobbyist in the state of MN, or the ability to become a registered lobbyist prior to January 2023;
- Knowledge of MN political landscape and processes;
- Demonstrated success working with members of all political parties to further the interests of the organization;
- Familiarity with appropriations and budget processes, including demonstrated success in securing funding for priority areas.

Compensation

MNCASA is seeking a contracted policy consultant to provide the above listed services from November 2022 through June 2023. Compensation will be for 350-370 hours at the federal consulting rate of \$81.25/hour.

Evaluation Criteria:

In awarding a contract for lobbying services, MNCASA will consider a number of factors which should all be covered in the proposal and include:

1. The extent to which the applicant's experience and interests align with the needs of MNCASA;
2. An understanding of the Sexual Violence Movement and/or victim services, and implications for legislation and policy;
3. Qualifications and experience of consultant in providing lobbying services and working with nonprofit organizations - this will include references from previous clients;
4. Availability for work to be conducted November 2022 – June 2024 with the state legislative session beginning January 3, 2023;

5. Based on MNCASA's commitment to ending oppression and ensuring inclusion and diversity in our partnerships, we also will evaluate applicants based on consultant's diversity commitments/actions and organizational make up;
6. Cost of services, including staff time, materials, travel, administrative/clerical, overhead and other out-of-pocket expenses.

Application Process & Procedures:

Please provide a complete response to this RFP which does not exceed 5-8 single sided, 12 pt., 1.5 line spaced pages.

Executive Summary (1 page)

- A brief Executive Summary

Proposal (1-2 pages)

- A list of process and deliverables to be created with a detailed timeline for each deliverable and overall project completion
- A detailed budget that breaks out expenses
- Cost breakdown

Technical/Management Capabilities (2-3 pages)

- A description of the applicant's general approach to legislative advocacy and lobbying, including methodology, perspective, or philosophy that guides your work with organizations in this undertaking;
- Credentials and qualifications of key personnel who will take responsibility for working directly on this project, including three references;
- Information about the firm's organizational commitment to gender and race equity, including organization demographics, and a statement that the firm has not been the subject of a formal complaint alleging race or gender discrimination in the past 10 years. If a formal complaint has been alleged, please provide details of the allegation and the outcome of such formal complaint.

Past Performance (1-2 pages)

Two examples of successful lobbying activities completed by applicant

- Include client names
- Point of contact
- Key accomplishments

If selected to a short list, please be prepared to present your proposal to the Review Committee the week of October 24, 2022. This meeting will take place via Zoom conference.

Proposal Submittal Procedures: Applicants must submit one (1) electronic copy of the proposal. Please note that MNCASA will not return any proposals it receives and will not reimburse applicants for any costs they incur in developing their proposals.

Send any questions as well as completed proposals, by October 14, 2022, to Sarah Florman at sflorman@mncasa.org.

RFP Timetable

- Proposals due October 14, 2022
- Proposal Presentations Week of October 24, 2022
- Award Date & Contract finalization: November 2022