REQUEST FOR CONTRACTED SERVICE PROPOSALS

Field Asset Mapping:
Missouri’s Health Advocacy Landscape

Missouri Foundation for Health
a catalyst for change
Missouri Foundation for Health (MFH) is requesting proposals from qualified contractors to complete an asset mapping project to assess the state of the health advocacy field in Missouri. MFH will use this point-in-time assessment to acknowledge strengths and to determine future investments in building Missouri’s field of health advocates. Additionally, we believe the assessment will be useful to the field of advocates themselves as they explore their own work and how they can more efficiently and effectively partner to improve the systems that impact the health of Missourians.

**Description of Services Required**

To understand the complexities of the health advocacy field in Missouri, MFH seeks proposals from qualified persons and/or firms to create a point-in-time assessment of our state’s advocacy field, with a strengths-based approach focusing on existing assets and connections. This project will help MFH identify critical strengths, weaknesses, gaps, and opportunities within this field. MFH has been investing in advocacy since 2003 and has conducted several point-in-time assessments of the field. This assessment will provide MFH with a roadmap for future potential investment and prioritization and help us gauge our impact and progress in continuing to build the capacity of the field. We also acknowledge that MFH’s program of support is but one of many influences on the advocacy field and its development over time. Other influences include funders, the political environment, advocates’ actions and priorities, etc.

MFH’s most recent advocacy field mapping (conducted in 2014) focused on five dimensions of the advocacy field: field frame, field skills and resources, connectivity, composition, and adaptive capacity (overview below). For reference, see the 2014 Advocacy Field Assessment. The Foundation has other past Field Assessments that could be shared when the mapping process begins. Past assessments may present areas for comparison with the present day, but we do not want current consultants to feel restricted to their format and areas of focus during our current field mapping. MFH is open to a range of possible approaches and requests applicants to propose how they would assess the field within these five dimensions.

---

**Short Overview**

**Five Dimensions of an Advocacy Field**

1. **Field Frame**: A common frame of reference through which organizations identify themselves as a field and as part of a common enterprise.

2. **Field Skills & Resources**: The array of advocacy skills, knowledge and capacity needed to make progress on a wide variety of policy issues throughout all stages of the policy processes.

3. **Connectivity**: The capacity of different actors to communicate and cooperate in a way that allows skills and resources to be marshaled in increasingly productive ways over time. This includes habits of inter-organizational interaction, and the raw material that makes collaboration possible when appropriate.

4. **Composition**: The variety of voices that can participate meaningfully and have influence in the policy process. This may include presenting different demographic, socio-economic, geographic, disability and sector interests.

5. **Adaptive Capacity**: The ability at the field level to conduct a sound assessment of the external environment, select the strategies and tactics best suited for a particular situation and adapt to the shifting moves of the opposition, allies and potential allies.

---

1This framework is drawn from this white paper from the Center for Evaluation Innovation
Key takeaways must be delivered to the Foundation by the end of 2022. A briefing is also expected for the advocacy community after the close of the Missouri legislative session. We understand that, given the timeline, all five dimensions may not get the same level of attention and that initial results can guide which dimensions are explored at a deeper level as the assessment evolves. The Foundation has allocated approximately $100,000 for this asset mapping project.

Proposal Submission

Proposals must be submitted online.

To begin a proposal, click here.

To return to a proposal in progress, log in to your Account.

Proposal Requirements

☐ Submission acknowledgment. Complete and submit the one-page acknowledgment form.

☐ Proposal narrative. Address each of the sections below.

  • Approach to services.

    • Describe in detail how you would approach asset mapping the field of health advocates in Missouri. Be sure to include information on how your approach would:

      • Address all five dimensions of the advocacy field while providing greater depth on a subset identified during the mapping process

      • Bring a racial equity lens to the assessment

      • Include a diversity of advocates in the assessment (e.g., geography (rural and urban), focus or issues, racial/ethnic minorities, sexual orientation and gender identity, tools/ approaches/tactics (e.g., organizing, lobbying, litigation, etc.), and targets (e.g., judicial, legislative, administrative; as well as local, state, or federal levels)

      • Engage those who are educated observers of this field and can provide an unvarnished opinion of the field and its players’ strengths, weaknesses, and effectiveness.

  • Deliverables and proposed timeline. Provide a work plan and timeline that identifies activities and deliverables. A final report/deliverable must be complete by the end of 2022, with a briefing to advocates to follow in 2023.

☐ Organization history and qualifications. Provide a summary of the experience and qualifications of the organization’s staff as well as any proposed subcontractors. Include bios of key personnel. Provide information and examples, if any, demonstrating how your organization shares MFH values and critical concerns as described below.

☐ Cost proposal. Provide a detailed cost proposal and justification for: professional services (hourly rate and number of hours), travel specifically related to the project, subcontractor fees (attach proposal or contract), and other direct costs that can be tracked specifically to the project. Respondents should submit a cost proposal that aligns with the scope of the project and supports required deliverables. MFH reserves the right to negotiate proposed costs.
Note: Requested travel will be reimbursed for coach airfare booked within a reasonable timeframe, lodging, standard rental car or public transportation, meals and incidental expenses at a rate not to exceed the federal per diem rate.

☐ Intellectual property list. If applicable, attach list of intellectual property.

☐ Additional required documents:

- The names and contact information of 2 – 3 individuals or organizations MFH can contact to verify past work.
- Completed W-9 form
- Completed Conflict of Interest Disclosure form

Proposal Review and Evaluation

Proposals will be reviewed in accordance with the requirements of this RFP. Only those proposals that meet all the mandatory criteria in the RFP will be given consideration.

A respondent’s submission of a proposal in no way guarantees procurement. MFH will not reimburse a respondent for the cost of developing or presenting a proposal in response to this RFP. The proposal will be considered confidential.

Right to Reject

MFH reserves the right to:

- Reject any or all proposals submitted
- Request additional information from any or all respondents
- Conduct discussions with respondents to ensure full understanding of and responsiveness to the solicitation requirements
- Negotiate modifications to a respondent’s proposal prior to final award for the purpose of obtaining best and final offers
- Approve subcontractors proposed or used in carrying out the work

Contact Provisions

If selected, contractor will be required to enter into a Service Agreement with MFH. To review the terms of the agreement, click here.
Contact and Deadline

If you have questions please contact Nancy Kelley, Lead Strategist – Initiatives, at nkelley@mffh.org or (314) 304-7710. Proposals must be received by noon Central Time on March 14, 2022.

For more information on the online submission process, click here. If there are additional questions, please contact Wendy Rohrbach, Project Coordinator, at wrohrbach@mffh.org or (314) 345-5504.

MFH Values and Critical Concerns

MFH is committed to engaging partners who share and demonstrate our values of equity, integrity, humility, and commitment. In addition, MFH has identified advancing equity and inclusion, promoting human dignity, and making environmentally conscious decisions as critical concerns. Should your organization wish to become a provider, you will be asked to sign a statement affirming that:

- Employment practices of your organization ensure that there is no discrimination in hiring and promotion practices. This includes discrimination based on gender, age, race, disability, veteran status, religious affiliation, or sexual identification.

- No part of your organization’s operations or communication with the public discriminate against any individual or group based upon any of the factors listed above.

- Any violation of this provision shall be considered a violation of the material provision of this procurement and shall be grounds for cancellation, termination, or suspension in whole or in part of any related agreement by the MFH

About Missouri Foundation for Health

Missouri Foundation for Health is building a more equitable future through collaboration, convening, knowledge sharing, and strategic investment. Working in partnership with communities and nonprofits, MFH is transforming systems to eliminate inequities within all aspects of health and addressing the social and economic factors that shape health outcomes. To learn more please visit mffh.org.