



REQUEST FOR CONTRACTED SERVICE PROPOSALS

## Storytelling Training for the Exemplary Advocate Cohort



*Missouri* Foundation  
for *Health*

*a catalyst for change*



Missouri Foundation for Health (MFH) is requesting proposals from qualified contractors to provide the Exemplary Advocate Cohort (EAC) with training, consisting of two sessions, that will help EAC members and their organizations better utilize storytelling to advance health equity in their work.

## **Background**

The EAC is comprised of 22 experienced advocates representing 11 diverse organizations across the state of Missouri. These seasoned advocates have been members of the EAC since 2019 and have been charged with collectively working towards building an effective and coordinated field of health advocates in Missouri. The cohort has been working toward this effort by meeting regularly and collectively building an inclusive network, fostering diversity of thought, giving back to their advocacy community, and adopting a health equity lens in an effort to create a cohesive and transformative health advocacy community.

The EAC has recently completed a strategic plan which identifies four goals to be accomplished, one of which is to build organizational capacity. To accomplish this goal, it was determined the EAC would benefit from a training on storytelling. We are seeking qualified trainers to provide engaging and informative training to our group.

Additional information about the EAC initiative and its advocates can be found on the [Foundation's website](#).

## **Scope of Work**

The EAC is seeking a training expert who can provide the cohort four to eight hours of storytelling training in October 2022, covering the two distinct topics described below. The training should be both informative and engaging with the goal of equipping EAC members with skills and knowledge to better share their health advocacy stories and lift up the stories and experiences of those impacted. More specifically, the cohort is interested in learning more about the following storytelling topics: (1) Combating dominant narratives and (2) Helping impacted individuals tell their own story.

### **Training Session 1: Combating Dominant Narratives (2-4 hours)**

In order for EAC organizations to better understand the forces of narratives that may not align with their values but that influence their work every day, this training is meant to create a baseline of knowledge and potential shared tools to address the role of dominant narratives.

The training will include how to identify current dominant narratives that are harmful to the work and that impact the way people view the world and what is possible in the world. We will also learn together about ways to expose/unmask these dominant narratives and to elevate new narratives that reflect lived experiences and values.



## Training Session #2: Helping Impacted Individuals tell their Story (2-4 hours)

In order for the EAC to have the greatest impact in their health advocacy work it is vital to know how to best help impacted individuals share their stories. We are looking for a trainer who can help the EAC understand ethical storytelling practices while working with impacted individuals. This training session should provide the EAC with skills and knowledge of how to identify the story individuals want to tell, how to recruit individuals to tell their story, how to help those individuals tell their story, and how to best align the stories being told with an advocacy strategy. In addition, the training should include information on best practices for story collection and various methods for sharing those stories, such as testimony, media, and opinion pieces

### 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 acknowledgement.** Complete and submit the [one-page acknowledgement form](#).
- Proposal narrative.** Address each of the sections below.
  - **Approach to services.** Provide a brief description of the approach to services and address each of the following:
    - Approach to training for a collective such as the EAC.
    - Experience and approach to incorporating a racial and health equity lens into your storytelling training work. Please provide specific examples.
    - Knowledge and experience with storytelling training specifically as it relates to the two specific topics of combating dominant narratives and helping impacted individuals share their stories.
    - Approach to virtually facilitating groups (of up to 60 people) that are diverse regionally, racially and in expertise.



- **Deliverables and proposed timeline.** Provide a work plan and timeline that identifies activities and deliverables.
  - The EAC requests the following key activities/deliverables:
    - Design of customized storytelling trainings
    - Delivery of two 2 to 4-hour virtual sessions with the full cohort and additional staff from EAC organizations up to a maximum of 50 people (delivered in the month of October 2022)
    - Planning meetings with the EAC Build Capacity Team as needed
    - Planning meetings with Missouri Foundation for Health and EAC facilitators as needed
- **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.** The budget for this work should not exceed \$20,000. 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 a 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

## Contract Provisions

The agreement will be up to two months in duration. If selected, the 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 Megan Bhatti at (314) 345-5573 or [mbhatti@mffh.org](mailto:mbhatti@mffh.org). Proposals must be received by July 11, 2022 at 11:59 p.m. (Central Time).

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](mailto: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](http://mffh.org).