



REQUEST FOR CONTRACTED SERVICE PROPOSALS

Managing Website and Digital Tools for Missouri Health Advocates



**Missouri Foundation
for Health**

a catalyst for change



The Exemplary Advocate Cohort (EAC), with support from Missouri Foundation for Health (MFH), is requesting proposals from qualified contractors with demonstrated experience and expertise in health advocacy, research and evaluation, data management, equity, and communications. Qualified contractors are invited to submit a proposal to support and manage the content and marketing of an ADA compliant website that would host two existing tools for three years. The existing tools are (1) the [Missouri Advocacy Connect \(MAC\)](#), which aims to be an information hub that houses users' individual and organizational advocacy efforts and (2) the [Equity Assessment Tool \(EAT\)](#), an equity evaluation tool that nonprofit organizations can use to explore and reflect on their own internal diversity, equity, inclusion and belonging (DEIB) policies and practices. These two tools are currently in a prototype stage and will be built and developed in late 2024. An additional RFP is being released to solicit a contractor for developing the website to house the associated tools. While we anticipate two separate contractors would apply for these two RFPs, we welcome organizations applying for both if they have the skillset. You can view the other RFP [here](#).

Background

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

In addition to providing financial support, MFH has provided thought partnership and administrative support to the cohort. An external consultant team (i.e., EAC facilitators) has supported the Foundation and cohort with design, implementation, and facilitation efforts. Additional information about the EAC initiative and its advocates can be found on the [Foundation's website](#).

Description of Services

The EAC is seeking a qualified contractor to manage and update content housed in the tools and website for three years. The contractor would be responsible for (1) collaborating with the website and tool designer to ensure understanding of and alignment with the technical elements of the website, (2) collecting, managing, and updating data to ensure that it is accurate and timely, (3) communicating and marketing tools to the advocacy community in Missouri, and (4) sharing key findings and recommendations for next steps after the initial three-year funding period.

The contractor will collaborate with the EAC, EAC facilitators, and MFH to build an advisory group made up of health advocates from across the state to provide insights and guidance on the tools and their use. To ensure a smooth transition, the advisory group would first convene and work with the EAC and the contractor before the EAC concludes in June 2025. This advisory group would be given a small grant to remunerate members for their time and talents. Advisory group members would ideally serve the entirety of the three-year pilot. The selected contractor would be responsible for facilitating the advisory group, including the remuneration in their budget, and disbursing the funding to advisory group members. The criteria for admission, the recruitment process, and the length of participation, will be determined in partnership with the EAC and MFH. The contractor will be expected to work primarily with the EAC and MFH until June 30, 2025, and the advisory group and MFH thereafter.



Scope of Work:

The contractor will manage a website and the two tools that will be housed on the website for three years. Tools will either be built using the same system that runs the website or be developed as standalones that can be accessed through the website. Please see detailed descriptions of the tools on the [Website and Digital Tool Development for Missouri Health Advocates Request for Proposal](#). There will be overlap in provider timelines to ensure a smooth handoff from the technical website development contractor to the non-technical website management contractor.

The contractor will be responsible for the following activities:

1. Collaborate and coordinate with the technical consultant, who will be responsible for building and providing ongoing support/hosting of the website and tools
2. Once the website is live, continue to ensure that it is running smoothly and available to the public. This will involve collaborating with the [website and digital tool development firm](#) and having a baseline understanding of the technical aspects of the website.
3. Maintain data updates to ensure that the data remains accurate, relevant, and timely
4. Engage in marketing, communications, and outreach efforts to build awareness and use
5. Facilitate and fund an advisory group of advocates (not to exceed 10 people) that will support the ongoing design, implementation, and curation of tools and content. The contractor should budget compensation of \$150/hour per advisory group member. To help determine your budget, we ask the contractor to propose the frequency and length of advisory group meetings. The criteria for admission, the recruitment process, and the length of participation will be determined in partnership with the EAC and MFH.
6. Draft a report at the conclusion of the three-year project highlighting key success metrics and providing recommendations for next steps
7. Work directly with the advisory group and the Foundation once the EAC adjourns in June 2025

Proposal Submission

Proposals must be submitted online by noon Central on Tuesday, June 11th.

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 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 and experience with managing, updating, and curating data and/or websites
 - Approach to marketing and communicating the tools to the Missouri health advocacy community
 - Knowledge and experience with group facilitation. Experience facilitating an advisory group (or similar) is preferred.
 - Knowledge and experience with equity, particularly with equity learning tools or formal assessments
 - Experience working with the advocacy community in Missouri
- **Deliverables and proposed timeline.** Provide a work plan and timeline that identifies activities and deliverables. Please accommodate time for the other contractor to develop the two tools.
 - The EAC requests the following key activities/deliverables:
 - Once the website is live, continue to ensure that it is running smoothly and available to the public. Maintain data updates to ensure that the data remains accurate, relevant, and timely
 - Engage in marketing, communications, and outreach efforts to build awareness and use. This may involve providing microgrants that support and encourage advocates to engage with the tools.
 - Build, fund, and facilitate an advisory group of advocates that will support the ongoing design, intention, and curation of tools and content. Membership and structure of the advisory group would be determined in collaboration with the EAC.
 - Participate in planning meetings with the EAC as needed. Initial planning meetings will begin in summer 2024.
 - Participate in planning meetings with MFH, EAC facilitators, and the website and tool development contractor, as needed
 - Collaborate directly with the Foundation and the advisory group once the EAC adjourns in June 2025
- **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 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. Overhead/indirect expense can only be applied to other direct costs. 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: If required, 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](#) that may be used in performing the services.
- **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 [Conflicts 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, 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 Chase Shiftet, Health Advocacy Strategist, at cshiftet@mffh.org or (314) 345-5508. Proposals must be received by noon Central on June 11, 2024.

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. The organization will be asked to affirm 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.

Communications from our online portal are sent from mail@grantapplication.com. To ensure that you receive all information and notifications, please add this email address to your safe senders list and contacts. If you need help ensuring that our emails are not routed to your spam folder, follow these instructions for [Google](#) or [Outlook](#) email clients.