



REQUEST FOR CONTRACTED SERVICE PROPOSALS

Website and Digital Tool Development 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 in website design and digital tool development. Qualified contractors are invited to submit a proposal to develop an ADA compliant website that would host two tools for a period of three years. These two tools, [Missouri Advocacy Connect \(MAC\)](#) and the [Equity Assessment Tool \(EAT\)](#), are currently in a prototype stage and the selected contractor would use these prototypes to build the next iteration of the tools. The next iteration of the tools should (1) improve functionality and flow of Missouri Advocacy Connect (MAC), which aims to support organizations and individual's efforts to build networks, relationships, and movements, and (2) digitize and reformat/redesign the Equity Assessment Tool (EAT), which nonprofit agencies can use to explore and reflect on their own internal diversity, equity, inclusion and belonging (DEIB) policies and practice. These tools are not expected to be custom created and can be built on existing platforms that are styled to fit the website where they will be housed. An additional RFP is being released to solicit a contractor for managing the content of the website and 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 advocates and their organizations have been members of the EAC since 2019 and 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 in an effort 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 and its advocates can be found on the [Foundation's website](#).

Description of Services

The EAC is seeking a qualified contractor to build and provide ongoing technical support of a website and digital tools for a duration of three years. For the purposes of this RFP, we have two tools which should be contained within the site, though flexibility to add and grow later will also be important.

First, we are seeking hosting, functionality, and flow within a directory developed for individuals in Missouri who work in the health advocacy field to connect with one another. Currently titled [Missouri Advocacy Connect \(MAC\)](#), this directory aims to be an information hub that supports organizations and individual's efforts to build networks, relationships, and movements. The final directory should allow users to build their own profile, search based on key profile tags, easily take steps to connect with one another, and allow the [website management firm](#) the ability to approve and remove profiles from the public-facing side of the website. Profiles on the website will include issue areas, strategies, and organizational priorities. The overall goal of the directory is to illuminate shared issue areas, strategies, and priorities so the individuals and organizations working in the field of health advocacy can collaborate and leverage each other's strengths in an effort to make change (i.e., create opportunity for collective action). The directory can utilize existing platforms and services that include the features the EAC is requesting. For



this portion of the project, a prototype tool has been built using the Notion platform and will be shared with the contractor to use as a template for the final product. The contractor will be expected to work collaboratively with the EAC, EAC facilitators, MFH, and the website management firm to develop the website and tool.

Second, we are seeking the digitization of an existing [equity assessment tool](#) to improve user experience and functionality, with accessibility as a key focus. The EAC worked with equity evaluators in 2023 to create the content of the equity self-assessment tool, and we need help with the next steps to create a polished final product. The current tool has 28 questions, broken into seven sections of four questions (e.g., hiring and retention, leadership, governance, advocacy). The ideal final product will have the option of being printed or completed online. The online version should also automate the scoring process (each question is scored in two ways within a matrix). Finally, we are looking for partnership with the EAC and MFH to find appropriate hosting options for long-term use of the online version of the tool. This tool is currently available as a PDF, and the content of the copy should be adjusted only with approval and agreement of the team within the EAC.

Both tools are meant to be developed to advance what the prototypes offer. We also recognize that we expect to learn more about the design and utility of these tools once they are shared with the health advocacy community. MFH will commit to funding the development, launch, and maintenance (as needed) of these tools for the next three years. A request for proposals (RFP) linked [here](#) is posted to recruit a qualified contractor who will manage the content of the tools and collaborate with the selected contract for this RFP. There will be overlap in provider timelines to ensure a smooth handoff from the Website Development Contractor to the Website Management Contractor.

Scope of Work:

The contractor will design a website that:

1. Is interactive and ADA compliant
2. Is user friendly and responsive
3. Includes clear paths of navigation to user profiles and website resources
4. Includes administrative functions for website moderator to easily update the site and add new applications

The contractor will develop two digital tools based on existing prototypes to live on one shared website with the ability to add more tools later. Tools can be built using the same system that runs the website or can be developed as standalones that can be accessed through the website. Proposals should include hosting options appropriate for the tool format and estimated annual maintenance costs.

The Missouri Advocacy Connect will:

1. Allow users to create and manage their own profiles, including the ability to update their information and select profile-based privacy settings and information sharing options
2. Be searchable with key profile tags, terms, and other properties (such as geographic location and issue area)
3. Have moderators/admin accounts who can accept or deny entrances as well as ban users



The Equity Assessment Tool will:

1. Be visually appealing, easy to read/understand, and provide adequate space for users to add notes as they go along. Users should be able to download and print the completed tool, including these notes sections.
2. Incorporate previously developed metrics and a simple scoring system that results in an “equity score” for organizations
3. Allow users to pause/return to their form while completing it, but not collect/store data long term. Once the tool is completed, users are responsible to download and/or print their results.

The contractor will also be responsible for the following activities:

1. Collaborating with the website management firm so that those responsible for the long-term management of the tools understand their technical aspects
2. Making ongoing changes to the tools and website, based on feedback from users, to ensure functionality of the website once tools roll out to a broader audience
3. Providing ongoing technical support that can include, but is not limited to, emergency support and managed updates

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 tool development
 - Knowledge and experience with developing websites and tools that are ADA compliant and language accessible



- **Deliverables and proposed timeline.** Provide a work plan and timeline that identifies activities and deliverables.

The EAC requests the following key activities/deliverables:

- Website and simple visual identity creation
 - Development of the MAC directory, based on the prototype, that extends its functionality
 - Redesign of customized organizational assessment tool for internal equity practices with both paper and electronic options
 - Participate in planning meetings with the EAC as needed
 - Participate in planning meetings with MFH, EAC facilitators, and the website management contractor, as needed
 - Initial meetings begin in August 2024 and products are delivered by early 2025. Potential edits could happen in early 2025 once the pilot group uses the tool to enhance accessibility.
- **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. If a question arises as you complete your proposal, please contact Chase Shiflet at (314) 345-5508 or cshiflet@mffh.org. Please feel free to request a discovery meeting with EAC members, facilitators and MFH staff as you prepare your proposal.

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 Shiflet, Health Advocacy Strategist, at cshiflet@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.