



REQUEST FOR CONTRACTED SERVICE PROPOSALS

Communications Support for Annual Public Opinion Poll



**Missouri Foundation
for Health**

a catalyst for change



Missouri Foundation for Health (MFH) is requesting proposals from qualified contractors to provide thought partnership and communications support for its annual public opinion poll, [Speak Up MO](#). Launched in 2024, the poll is designed to gain a deeper understanding of Missourians’ opinions, attitudes, knowledge, and experiences related to health and its social/economic determinants of health.

Key Application Dates	
Close Date	October 21, 2024
Anticipated Award Notification	January 7, 2025

Description of Services

MFH is committed to improving the health and well-being of Missourians by transforming systems to achieve health equity. Together with a wide range of partners, we collaborate to design and implement strategies that address systemic barriers to health.

To ensure our work is grounded in the lived experiences of Missourians, we actively engage with communities across the state through a variety of methods, including convenings, surveys, and focus groups, among others. Speak Up MO is the newest way we’re gathering insights directly from Missourians.

Starting in early 2025, we will begin working with our polling partners, with focus groups to be held early in the year and a poll scheduled for spring. Insights gained from analysis of this data will deepen the Foundation’s and our partners’ understanding of the broad context of our work and identify key trends we and others can use for planning and decision-making.

General Requirements

MFH has positioned itself as a nonpartisan, trusted source of information and strives to be an antiracist organization. We see this work as an opportunity to strengthen our influence as a leading voice on health equity.

To successfully partner with us, we expect a communications partner to:

- Be committed to equity in the practice of communications
- Review previous public opinion polling materials
- Have significant experience making data compelling for a variety of audiences
- Work in partnership with the MFH team and pollsters to select topics, craft questions, observe focus groups, analyze data, develop public-facing collateral or digital assets needed to communicate survey findings, create toolkits for media partners and social media, etc.
- Develop and implement a communications plan alongside the MFH Strategic Communications team for the release of the next poll
- Have experience contextualizing data, weaving together both qualitative and quantitative data
- Have a general understanding of Missouri’s media landscape
- Understand Missouri’s social and political landscapes
- Build and maintain a web presence to serve as an online hub for viewing and exploring the [crosstabs](#) of the data, including experience with Tableau or another platform where audiences can interact with the data (see the Colorado Health Foundation’s [Pulse Poll](#))



Proposal Submission

Proposals must be submitted online by noon Central on October 21, 2024.

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 narrative that shares ideas of how you would approach this project in collaboration with the Foundation and potential partners. Detail your experience identifying and reviewing health data.
 - **Deliverables and proposed timeline.** Provide a work plan and timeline that identifies activities and deliverables.
 - **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 fees (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 cannot be applied to professional fees. 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: Budget for one week of travel to Missouri. This week will include observing focus groups the polling team will facilitate. 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

The agreement will be up to 12 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](#).

Potential contractors are encouraged to review the agreement as contract negotiations could affect the project timeline.

Contact and Deadline

If you have questions please contact Molly Crisp, Senior Communications Strategist, at mcrisp@mffh.org or (314) 345-5579. **Proposals must be received by noon Central on October 21, 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.