



REQUEST FOR CONTRACTED SERVICE PROPOSALS

# Communications Support and Web Development for Annual Public Opinion Poll

*a catalyst for change*



**Missouri** Foundation  
for **Health**



Missouri Foundation for Health (MFH) is requesting proposals from qualified contractors to provide communications support and web development 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.

## 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 one of the latest ways we gather insights from Missourians.

Beginning in October of 2026, we will partner with our polling and communications partners to support the next iteration of Speak Up MO. Focus groups will take place in late 2026, followed by a statewide poll in spring 2027. Insights generated through this research will help MFH and our partners better understand emerging trends, identify opportunities for engagement and action, and support strategic decision-making across sectors.

MFH is seeking a communications partner that can provide thought partnership and analytical expertise throughout the process that results in delivering comprehensive reports that translate data into communication strategies. The selected contractor will work collaboratively with MFH staff and polling partners to identify key findings, interpret trends and audience insights, and analyze data to turn insights into actionable messaging and compelling public-facing materials.

The selected partner will support the following activities:

- Collaborate with MFH and the polling partners to help shape research priorities, polling questions, and focus group discussion guides
- Observe or review transcripts from focus groups to incorporate into sensemaking and deliverables
- Analyze and interpret quantitative and qualitative findings
- Identify meaningful trends and key findings that will be of interest to identified audiences
- Develop strategic recommendations and message implications informed by research findings
- Translate complex data into accessible and compelling communications products for diverse audiences
- Support MFH in identifying and elevating narratives that help Missourians better understand the social and economic factors that shape health and well-being
- Create publicly facing collateral and digital assets, including reports, op-eds, letters to the editor, infographics, slide decks, social media content, and toolkits for media and partners
- Develop and implement a communications plan in partnership with the Speak Up MO team
- Support paid and earned media and stakeholder engagement strategies related to the release of the findings



- Design, build, and test a website to serve as an online hub for viewing and exploring stories, [crosstabs](#) of the data, a Tableau dashboard of interactive data (see the Colorado Health Foundation's [Pulse Poll](#)), and other graphics and assets (see the [website](#) for previous version)
- Ensure deliverables and data visualizations are accessible and align with MFH's brand and values

## General Requirements

MFH has positioned itself as a nonpartisan, trusted source of information and strives to be an anti-discriminatory 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 have:

- A commitment to equity-centered and culturally responsive communications practices, including ability to develop communications products that align with accessibility standards and best practices
- Experience working directly with public opinion research data, including reviewing datasets, analyzing crosstabs and subgroup differences, identifying statistically and strategically meaningful findings, and synthesizing insights for diverse audiences
- Experience analyzing and contextualizing data, weaving together both qualitative and quantitative data
- Experience presenting complex data in clear, accessible, and engaging formats for public audiences, policymakers, media, and advocates
- Experience with Tableau or another platform where audiences can interact with the data
- Strong project management experience, including ability to manage timelines, coordinate across partners, and respond to evolving needs
- A general understanding of Missouri's cultural, media, and political environments
- A portfolio of past websites and data dashboards

## Proposal Submission

Proposals must be submitted online by **noon Central on Monday, July 20, 2026**.

To start a proposal, [click here](#).

To return to an application in progress, log in to your [Account](#).

For information about the online portal, [click here](#). If you have additional questions, click on the circle in the top right-hand corner of the portal



## Proposal Requirements

- Proposal narrative.**
  - **Organization name and primary contact.**
  - **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.
  - **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. MFH will not reimburse for the cost of developing or presenting this proposal.

*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 the Foundation can contact to verify past work.
  - Completed [W-9 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, 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](mailto:mcrisp@mffh.org). Proposals must be received by 12pm Central on Monday, July 20, 2026.

## MFH Values and Critical Concerns

MFH is committed to engaging partners who share and demonstrate our [core values](#) of equity, trust, 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 race, sex, religion, national origin or ethnicity, age, disability, sexual orientation, gender identity, or veteran status.
- 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](https://mffh.org).