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## Request for Proposal (RFP) for Government Relations and Lobbying Services

The Arizona Hemophilia and Bleeding Disorders Association (AHA) is Arizona's only patient advocacy organization whose mission is dedicated to enhancing the quality of life for those living with inherited bleeding disorders.

The AHA is requesting proposals to contract with a lobbyist to represent the Association and its constituents for the 2020 state legislative session. A contract would run annually from July 1, 2020 through June 30, 2021 with possibility for renewal each year. The AHA seeks a strong lobbyist with existing relationships in the state legislature, sound knowledge of budgetary issues, healthcare, human services, and orphan drug policy.

## Our Values and Our Approach

For over 50 years, the AHA has worked to improve the quality of life of individuals and families affected by bleeding disorders by providing caring support, quality education and targeted advocacy aimed at enhancing medical care and insurance coverage for our community in the entire state of Arizona.

To meet our commitment to our mission and the community we serve—partners, stakeholders, and the public, the Association utilizes a powerful set of tools to achieve its goals: its fundraising program, grant writing, participation in networks and collaborations, public communications, peer-to-peer organizing, and more.

We are steadfast in our commitment to access to health services for all Arizonans suffering with a bleeding disorder. We support community-sourced and community-led solutions and seek to support political engagement as a powerful tool for systemic change.

## Scope of Services

The AHA seeks to retain the services of a lobbyist to work with the Executive Director and its Board of Directors to address matters at the Arizona State Legislature, individual state legislators, the Arizona State Governor, local and county government, and other state agencies.

We believe building a public affairs and government relations program is a multi-year process. The AHA seeks a program rooted in approaches that center our values and our community. We are interested in proposals grounded in who we are today and that move us toward a vision of where we need to be for effective and powerful advocacy.

A successful lobby professional will be able to take the scope of work as a non-concurrent portfolio, which should be designed as a 1- to 3-year project where some elements will be heavily emphasized at different times. We invite your creativity to build a program that accomplishes all elements of the scope of services to set a solid foundation for our work in the years to follow.

Additionally, the AHA will require assistance with local and regional governing bodies as needed when opportunities arise. Lobbying services will include (and not limited to) the following:

## Strategy

- Assist the AHA in the development of relationships and landscape of the state legislature, influencers, policies, and future issues of interest in related to our mission.
- Propose a strategic advocacy and political engagement plan designed to achieve legislative goals and support grantee priorities.
- Develop a plan for off-session activities and coordinate with the AHA staff and Board.
- Communicate the goals, aspirations, and work of the AHA to key influencers in the legislative policymaking space.

## Tracking and Reporting

- Identify, track, and report on state legislation and legislative proposals that may have an impact on the AHA mission and on issues related to the AHA network's legislative agenda.
- Report the activities at a minimum through the following:
  - At least once monthly updates on pending issues as they arise
  - A weekly written status report during legislative session for the AHA on key actions, movement, and legislation; and
  - Organize state lobby registration, compliance, and reporting.

## Relationship Building

- Create a robust plan of introductory meetings with key legislators, regulatory agencies, local governments, and related policy organizations that are consistent with the mission and scope of work of the AHA.
- Develop strong connections with other institutions, agencies, and state membership organizations to support the mutual goals of the AHA.
- Conduct learning sessions with Association stakeholders on public policy and issues of legislative action to share knowledge and build expertise and skills within the Association.
- Assist in positioning the AHA in the legislative ecosystem as an authentic advocate on matters related to access to health services.

## Compensation

The AHA will be compensating a lobbyist, lobby team, or firm, on a fixed fee schedule which includes all expenses including travel for the services outlined in this RFP. The compensation for a 12-month engagement will be consistent with our budget, experience of the firm responding to this request, and usual and customary rates for non-profit organizations.

## Proposal Elements

All proposals should include the following information:

1. Letter of Interest.
2. Names of the individual(s) who will be working on the project and their areas of responsibility, including the individual(s) responsible for managing the AHA relationship and communication, administering the contract, and lobbying on the Association's behalf.
3. Experience of the individuals named above, highlighting their previous work, areas of expertise, and capacity to fully execute the functions outlined in the proposal.
4. A list of at least three clients for whom you have lobbied within the past five years and an example of successful efforts managed on their behalf.



5. Include the client name, contact name, email, and phone number.
6. An explanation of your approach to your process when engaging with a nonprofit advocacy organization.
7. Respondents will be asked to make a 15 minute presentation to the Association's Advocacy Committee to highlight key elements of the firm's proposal with time for questions and answers.

## Submission of Proposals

Please submit an electronic version of the proposal no later than Tuesday, August 11<sup>th</sup> to: Chastity Fermoile at [Chastity@arizonahemophilia.org](mailto:Chastity@arizonahemophilia.org).

Interviews will take place on August 18<sup>th</sup> between 1pm-3pm. Please direct any questions regarding this RFP to Chastity Fermoile [Chastity@arizonahemophilia.org](mailto:Chastity@arizonahemophilia.org) or 602-550-0112.