



Request for Proposal

New York City Lobbying & Legislative Consulting Contract

Request for Proposal Date: November 19, 2014

Response Due Date: December 5, 2014

Statement of Confidentiality

All recipients of this document must treat this Request for Proposal (RFP) as confidential and must not disclose it to any party other than the recipients' employees on a need to know basis, or other individuals authorized under a written Confidential Disclosure Agreement signed by ACS CAN and the recipient. If the recipient does not agree with these provisions, this RFP must be immediately returned.

1.0 American Cancer Society Cancer Action Network Overview

ACS CAN, the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society, supports evidence-based policy and legislative solutions designed to eliminate cancer as a major health problem. ACS CAN works to encourage elected officials and candidates to make cancer a top national priority. ACS CAN gives ordinary people extraordinary power to fight cancer with the training and tools they need to make their voices heard.

In support of ACS CAN's efforts to curb tobacco use, boost healthy behaviors, ensure adequate funding for cancer screening programs, tobacco use and prevention programs, and alleviate the emotional, physical and financial burdens of cancer patients. Consultant will conduct lobbying and advocacy activities in New York City on behalf of ACS CAN.

Top Campaign priorities in NYC for 2015 will be:

- 1) Tobacco control (increasing program funding as well as legislation)
- 2) Cancer screening
- 3) Obesity Prevention, Physical Activity, Nutrition (particularly regarding youth)

Specifically, Consultant will:

- Set up and attend meetings with city & select state legislators as needed per campaign.
- Prepare a monthly review of relevant introduced legislation, submitted to Director of Government Relations.
- Recommend steps to include ACS CAN priorities within other legislation, including the budget.
- Track legislation as needed.
- Help coordinate recruitment of allied organizations.
- Monitor the introduction or amendment of regulations that could impact on cancer.
- Work toward an advocacy goal of conducting face to face meetings with all relevant elected officials, and the administration and others, total numbers to be determined.
- Participate and assist in coordinating advocacy events, such as a Lobby Day at City Hall, issue specific educational and awareness events, and press conferences.

2.0 RFP Goals and Objectives

To ensure good stewardship of donor dollars, ACS CAN requires the regular use of an RFP process with all vendors. With this RFP, we seek proposals for an annual lobbying and legislative consulting contract in New York City which may include some or all of the following: meet with state legislators and their staff members in support of ACS CAN's legislative agenda, cover committee hearings and provide relevant information to ACS CAN staff, do regular check ins with ACS CAN staff and

attend coalition and other meetings as requested, provide advice and consulting on all relevant legislative topics, speak to ACS CAN volunteers to help provide training.

3.0 Instructions/Process for RFP

3.1 Response Due Date and Delivery

Email your proposal to: Bill Sherman, VP of Government Relations at the following email address: bill.sherman@cancer.org by 5 pm December 5, 2014.

3.2 Confidentiality

This RFP and any information supplied in connection with the preparation of a Proposal is confidential and must not be disclosed, reproduced, or used in any way, except for the sole purpose of responding to this RFP.

3.3 Selection Process

ACS CAN government relations directors and vice president of government relations will evaluate each proposal based upon how it satisfies ACS CAN's requirements. Consideration will be made of:

- The proposed level of service and performance standards;
- Demonstrated knowledge of, and key relationships within, the New York City legislative arena;
- Cost to value ratio

While cost is a critical decision factor, quality, level of service and operating efficiencies that will be realized by ACS CAN are the primary and the most critical aspects. Please be sure to include all essential data in the proposal to ensure ACS CAN has a full and complete understanding of the Vendor's capabilities and experience.

4.0 Proposal Contents

Your proposal must identify each of the following numbered sections by repeating the question or statement and then clearly indicating your response directly below. In cases where a question/statement does not apply, or you are unable to respond, reference the question followed by "N/A" (Not Applicable) and briefly explain the reason for not responding. Vendor may add items not listed within this section by placing them at the end of the proposal.

For all of your answers, when applicable, please indicate whether you are presently using the methods or proposed approaches that you have described or whether you will implement these methods upon award of the contract.

4.1 Company Profile

- 4.1.1 Company Name:
- 4.1.2 Mailing Address:
- 4.1.3 Street Address:
- 4.1.4 Tax Payer ID:
- 4.1.5 Key Contact (Name, Title, Phone, Fax, and E-Mail):
- 4.1.6 If a Corporation, answer the following:
 - 4.1.6.1 Date of Incorporation:
 - 4.1.6.2 State of Incorporation:
 - 4.1.6.3 President's Name:
- 4.1.7 If a Partnership, provide the names of the principals.
- 4.1.8 Minority- or female-owned business status, if applicable.
- 4.1.9 List any services or products that you have provided to ACS CAN or the American Cancer Society in the past.
- 4.1.10 How many employees do you have?

4.2 References

Please list three references for similar projects performed, including not-for-profit organizations, if any.

4.3 Project Deliverables or Services

Please describe any anticipated deliverables or describe in detail the services you will provide.

4.4 Fees

Please state your proposed fee for this project.

4.5 Complete List of Current Clients

Please provide a complete list of your current clients.

5.0 Minimum Contract Requirements, if selected

5.1 Tobacco-related affiliation

Assuming that "Tobacco Company" means any company that manufactures tobacco products and is commonly considered to be part of the tobacco industry, including subsidiaries and parent companies, as well as philanthropic foundations and other organizations closely linked with the tobacco industry, please respond to the following:

- 5.1.1 Do you own 5% or more of a Tobacco Company?
- 5.1.2 Are you 5% or more owned by a Tobacco Company?
- 5.1.3 Are any of your current clients Tobacco Companies?
- 5.1.4 If so, how many and what percentage of your revenues are derived from those clients?
- 5.1.5 Will you and your employees adhere to ACS CAN's no smoking policy when on ACS CAN premises?

5.2 Conflict of Interest

- 5.2.1 Are any of your employees, officers or majority owners employed by or national volunteers of ACS CAN or the American Cancer Society, Inc. (a national volunteer shall mean an ACS CAN or ACS board member)?
- 5.2.2 Are you able to state that your company will not enter into a contract or agreement, or execute a document, which will create a conflict of interest or which will prevent you from freely performing for ACS CAN?

5.3 Confidentiality of Legislative Campaign-Related Information

Please provide a statement acknowledging that all legislative campaign-related information that may be shared with you is to be treated as confidential until it becomes public knowledge.