

Request for Quotes for Minnesotans for a Smoke-Free Generation Coalition Management Services

Requested by Blue Cross and Blue Shield of Minnesota

Overview

Blue Cross and Blue Shield of Minnesota invites proposals to facilitate day-to-day management of the Minnesotans for a Smoke-Free Generation coalition. This includes working closely with coalition members to implement strategies and tactics to advance the coalition's strategic policy priorities.

Minnesotans for a Smoke-Free Generation is a coalition of more than 60 organizations that share a common goal of saving Minnesota youth from a lifetime of addiction to commercial tobacco. The coalition supports policies that reduce youth smoking and nicotine addiction, including increasing tobacco prices, ending the sale of menthol and all flavored tobacco products, and funding tobacco prevention and treatment programs. The coalition recently adopted a new strategic plan to center its work in racial and health equity, and implementation of this plan will be a major priority of person/people who perform the services described in this proposal. These services will be overseen by the coalition's leadership team. For more information about the coalition, please visit <https://www.smokefreegenmn.org/>.

We invite individuals and teams of people to submit proposals. Individuals can construct their proposals to include sub-contractors. In keeping with our commitment to advance racial and health equity, we especially invite and will give special consideration to proposals from women and Black, Indigenous, Latinx, Asian American, and immigrant and refugee community applicants.

Description of Requested Services

Membership

- Oversee and maintain coalition membership database, email distribution lists and membership sign-on process.
- Support member recruitment activities to grow coalition membership as aligned with the coalition's racial and health equity goals.

Facilitation

- Prepare meeting agendas, meeting materials and coordinate meeting logistics for full coalition meetings and committee meetings.

Communications and Grassroots

- Lead internal communication efforts including writing regular email updates and creating materials and presentations for monthly coalition meetings.
- In partnership with coalition's grassroots and communications committee chair and vendors, plan and implement the coalition's integrated communications plan, including message development, paid, social, digital and earned media.
- Create, maintain and update coalition communication materials (key messages, factsheets, website, etc.).
- Work with grassroots and communications committee chair to coordinate grassroots activities.

Public Policy

- In partnership with the coalition's lobbying committee and the government relations contractor, support the advancement of the coalition's legislative agenda at the Capitol by tracking bill introductions, tracking legislator meetings, tracking vote counts, and coordinating hearing preparations.

Important Skills and Characteristics

- Exceptional interpersonal, communication and organizational skills.
- Ability to establish priorities, manage competing demands and handle multiple assignments to achieve intended results in a timely manner.
- Excellent judgment, initiative and drive.
- Ability to work independently, collaboratively and with multiple professional relationships including diverse audiences and commercial tobacco control stakeholders.
- Ability to maintain strong, credible, professional and interpersonal relationships and represent the best interests of the coalition at all times.

Contract Time Period

The contract will begin on or around July 15, 2021, and will end on June 30, 2022. It is anticipated that the services will continue beyond that end date through a renewed contract. This assessment will occur during the last quarter of the initial contract.

Pricing

Please include a budget that does not exceed \$150,000 for the contract time period. This should include staffing costs and any other costs anticipated to deliver the services.

Submission Content

Please include responses to the following:

1. Describe your **interest** in providing the services outlined in this request for quotes.

2. Describe your relevant **experience** and how this experience would benefit the Minnesotans for a Smoke-Free Generation coalition.
3. Describe how you would **approach** this new contract. What do you think are the most important elements of providing day-to-day management of a coalition?

Please also include a resume for you and any team members that you will engage in this submission.

Submissions will be evaluated on the strength of responses to these three questions.

Key Dates

Please submit proposals to Zara Turner at zara.turner@bluecrossmn.com by 5:00 on Friday, May 21, 2021.

Finalists will be contacted to set up an interview with coalition leaders by May 28, 2021.

A finalist will be selected by Friday, June 11, 2021. The contract will be finalized between that date and on or around July 15, 2021.

General Terms

Confidentiality

This document, this RFQ process, and any information shared by Blue Cross during this process is confidential information of Blue Cross and cannot be shared by vendor without prior written permission. Any confidential information included in responses to this RFQ should be marked as such.

Code of Ethics

Supplier shall not engage in any conduct that might be construed as improperly influencing the decision of Blue Cross with respect to this RFP. The exchange or offering of any money, gift item, personal service or unusual hospitality by Supplier is prohibited. This prohibition extends to the officers, directors, trustees, employees, agents or immediate family members of either party. Failure to comply with this direction will disqualify a Supplier from consideration.

Additional Information

This RFQ is not an offer to enter into an agreement with any party, but rather a request to receive price quotes from entities interested in providing the products or services outlined in this RFQ (each such entity referred to as a "Supplier").

Blue Cross, in its sole and absolute discretion, reserves the right to (1) accept or reject any and/or all responses; (2) modify the requirements set forth in this RFQ; (3) utilize alternative

Suppliers to provide the same or similar products and services; or (4) enter into negotiations with any Supplier(s) for any and/or all of the products or services that are the subject of this RFQ.

Nothing in this RFQ obligates or commits Blue Cross to enter into an exclusive or preferred relationship with any Supplier.

Blue Cross may request additional information from any Supplier any time after the response deadline or modify the requirements of this RFQ and/or provide Supplier(s) an opportunity to update their proposals in response to any modified requirements. However, Blue Cross is under no obligation to accept unsolicited information from any Supplier. Blue Cross will deem all responses complete when they are received.

Contact Information

For more questions about this RFQ, please contact:

Janelle Waldock, Senior Director of Policy, Blue Cross and Blue Shield of Minnesota,
janelle.waldock@bluecrossmn.com