



**Request for Proposals  
1,000 Days Initiative**

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<b>Posted Date:</b>	January 25, 2023
<b>Title:</b>	Domestic Advocacy Consultant
<b>Anticipated Period of Performance:</b>	February 15, 2023 through June 15, 2023
<b>Proposals Due:</b>	February 10, 2023

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**I. INTRODUCTION & BACKGROUND**

The first 1,000 days are a time of tremendous potential and enormous vulnerability. How well or how poorly mothers and children are nourished and cared for during this time has a profound impact on a child's ability to grow, learn and thrive.

An Initiative of FHI Solutions, we are the leading non-profit organization working in the U.S. and around the world to ensure women and children have the healthiest first 1,000 days. Our mission is to make the well-being of women and children in the first 1,000 days a policy and funding priority.

We are passionate about turning evidence into action and we use our deep understanding of the science and the issues to help shape policies that improve the lives of moms and babies in the U.S. and throughout the world. In Washington D.C. and in global capitals the world over, we make the case to policymakers, leaders and those who influence them that brighter futures begin with ensuring mothers and children everywhere have a thriving first 1,000 days. We create a sense of urgency for policymakers to act during a child's first 1,000 days because we know that failure to do so can have lasting, irreversible consequences for children, their families and society.

**II. SCOPE OF WORK AND TASK DESCRIPTION**

The Consultant will facilitate engagement with the Domestic Nutrition Community and coordinate with the 1,000 Days' Policy & Advocacy Director to accomplish the following tasks:

**I. Advocacy and communications**

- Raise awareness of the WIC food package, including A) author 1,000 Days public comment; B) write up to two blogs or statements that highlight key priorities in the package through the 1,000 days lens; C) engagement in USBC's constellation on behalf of 1,000 Days
- Lancet breastfeeding series content development
  - Author one blog on behalf of 1,000 Days post launch
  - Support 1,000 Days post launch activities
- General education and focus on the importance of investment and strong policy pertaining to the 1,000-day window based upon the 1,000 Days' Advocacy Agenda
- Regular Congressional outreach on 1,000 Days priorities via email and phone calls, including engagement with relevant committee member and staff
- Track key policy developments on Capitol Hill and provide updates to the Policy and Advocacy Director, including but not limited to:
  - Manage activity around the Farm Bill reauthorization
  - Relevant committee hearings
  - Update "bills we support" document

- Develop background materials and talking points for USG meetings for senior staff, Congressional Hill Briefings, or other related meetings as requested by Initiative Director and Advocacy and Policy Director
  - Manage outreach to Congressional Offices via CQ Roll Call
2. Grant / business development engagement
    - Support development of concept notes, white papers and other products in partnership with the Initiative Director for fundraising
  3. #March4Nutrition Campaign support
    - Support the communications consultant with planning #March4Nutrition advocacy activities and authoring communications materials
  4. Team support and coalitions
    - Support 1,000 Days' advocacy agenda
    - Attend external meetings, including Congressional and Administration meetings, on behalf of 1,000 Days to educate staff on the 1,000 Days advocacy priorities.
    - Represent 1,000 Days at coalition meetings and provide written summaries of meetings to the Advocacy and Policy Director within 48 hours. These coalition meetings include:
      - NANA meetings
      - WIC Access Group meetings
      - US Breastfeeding Committee Workplace Support Constellation meetings
      - Alliance Domestic Advocacy Coalition
      - Children's Budget Coalition Lobbying Subcommittee

### **III. TASK DESCRIPTION**

For this effort, it is anticipated the consultant will spend an average of 15 hours per week on this project:

- 5 one-hour monthly or bi-weekly partner coalition meetings.
- 4 publications (blogs, op-eds, or articles) on nutrition related topics.
- 20 meetings with Hill offices or Biden Administration Officials.
- 2 white paper or business development concept drafts
- Meeting notes and summaries from all engagements and meetings.
- Attend monthly Congressional or Agency briefings and take notes.
- Weekly Congressional outreach via CQ Roll Call.
- Weekly meetings with 1,000 Days team.
- 1 mid-point report to 1,000 Days.
- 1 end of term report to 1,000 Days.
- Continuously tracks and monitors pending and enacted legislation and governmental activities relative to the 1,000 Days Mission.

### **IV. Anticipated Timeline**

The consultant reports to the Policy and Advocacy Director at the 1,000 Days Initiative. She coordinates their activities with other members of the 1,000 Days team. The assignment is to start as soon as possible and be complete within 4 months.

### **V. ANTICIPATED CONTRACTUAL MECHANISM**

FHI Solutions anticipates issuing a Daily/Hourly Rate/not-to-exceed contract to the offeror(s) whose proposal is most advantageous. The agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. Payments will be based on actual hours worked on approved activities. Certified invoices will be submitted on a routine basis and payments will be contingent on timely

submission and approval of deliverables. The total budget availability is capped at \$20,000 for this activity. Proposed rates that result in a lower overall total will be favorably viewed. Total agreement: Not-To-Exceed \$5,000/month with a maximum of \$20,000

## **VI. PROPOSAL INSTRUCTIONS AND DEADLINES**

Responses to this RFP should be submitted by email to the attention of Lina Constien, Project Manager, [LConstien@fhi360.org](mailto:LConstien@fhi360.org) and cc: Solianna Meaza, [smeaza@fhisolutions.org](mailto:smeaza@fhisolutions.org) no later than **February 10, 2023, at 5 p.m. ET**. Proposals received after this date and time may not be accepted for consideration. FHI Solutions will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format.

Any questions or requests for clarification need to be submitted in writing to the same email addresses noted above by **February 5, 2023, at 5 p.m. ET**. Answers will be shared with all parties that have expressed interest. No telephone inquiries will be answered.

**All email correspondence should reference “Domestic Advocacy Consultant” in the subject line.**

## **VII. SUBMISSION REQUIREMENTS**

To be considered, bidders must provide via email:

1. An updated CV (maximum 3 pages)
2. An expression of interest letter or cover letter
3. A **proposal** detailing how you plan to engage with the broader nutrition advocacy community to advance the 1,000 Days Policy Agenda.
4. A proposed **hourly** rate, along with a completed and signed Biodata Form\*
5. At least two references from clients for which you have performed similar work was performed and/or examples of that work.
6. Email address where confirmation of submission can be sent.

## **VIII. SCORING CRITERIA**

Proposals will be scored on a best value basis by an evaluation committee as follows:

- A. CV, expression of interest letter and proposal: 40 points
- B. Proposed **hourly** rate: 40 points
- C. References/examples of work: 20 points

## **MISCELLANEOUS**

### **WITHDRAWAL OF PROPOSALS**

Proposals may be withdrawn by written notice or email received at any time before award.

### **FALSE STATEMENTS IN OFFER**

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI SOLUTIONS LLC.

## **DISCLAIMERS AND FHI SOLUTIONS LLC PROTECTION CLAUSES**

- FHI Solutions may cancel the solicitation and not make an award
- FHI Solutions may reject any or all responses received
- Issuance of a solicitation does not constitute an award commitment by FHI Solutions
- FHI Solutions reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
- FHI Solutions will not compensate offers for response to solicitation
- FHI Solutions reserves the right to issue an award based on initial evaluation of offers without further discussion
- FHI Solutions may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
- FHI Solutions may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP
- FHI Solutions has the right to rescind an RFP, or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI Solutions' client, be it funding or programmatic
- FHI Solutions reserves the right to waive minor proposal deficiencies to promote competition
- FHI Solutions may contact offerors to confirm contact person, address and that bid was submitted for this solicitation