



REQUEST FOR PROPOSAL

BACKGROUND INFORMATION

For nearly a century, Planned Parenthood Federation of America (“PPFA”) has fought for a world where every woman has immediate and unfettered access to the basic reproductive care and knowledge that is her human right. With its more than 50 affiliates managing 600 health centers nationwide, Planned Parenthood provides family planning and reproductive health care services, education, and information to millions of women, men, and young people each year. As the leading reproductive rights advocate, health care provider, and sex educator for women, men and young people, Planned Parenthood looks to its next 100 years.

PPFA’s Communications Division is part of the Communications and Culture department, which oversees the strategic communications, advocacy and health media, and brand and marketing in its Washington D.C. and New York City offices.

REQUEST FOR PROPOSAL GOAL

The purpose of this Request for Proposal (RFP) is to assist PPFA in responding and managing opposition attacks, including monitoring, media and communications support to the national office as well to affiliates throughout the federation.

The initial term of this contract will be through June of 2022, with the possibility of a renewal.

This RFP sets forth certain information concerning PPFA and the nature of the required services, but, except as otherwise specified in this RFP, is not intended to limit the nature, scope or style of your response. The firm selected will be required to enter into a written definitive agreement with PPFA, into which this RFP and its Proposal may be incorporated.

SCOPE OF WORK

We are searching for a firm who can provide timely and relevant crisis communications consulting and monitoring services to support PPFA’s mission and to protect the PPFA brand. Specifically:

Crisis support work: General consulting services to assist with media inquiries, statements and engagement with journalists and media outlets around crisis situations, opposition attacks, and threats to Planned Parenthood’s brand, for both the national office and Planned Parenthood affiliates. In-depth assistance for affiliates may require a separate consulting agreement depending on circumstances, legal and other considerations.

Opposition monitoring, tracking, and reporting: Monitoring of anti-abortion groups, campaigns, and undercover operations, including undercover video campaigns. This work should include:

- **Narrative flags and updates:** On a regular basis, provide email alerts regarding opposition activity and media narratives.
- **Video and opposition attack response:** Execute the PPFA Opposition Video Release Response Workflow for undercover footage related to Planned Parenthood entities, and flag appropriate PPFA leadership for other video campaigns that are highly relevant to the work but do not contain new undercover footage. When relevant, provide a video analysis and track all video activities.
- **Weekly reports:** Provide a weekly report that summarizes messages breaking through and emerging from opponents of the organization’s work. This focuses on right-leaning media / social media, including identifying top outlets, top voices, and top issues. It also identifies efforts by opponents to push new message frames that have not yet broken through.
- **Backgrounders & bios:** Provide and maintain a databank of backgrounders and leadership bios, factsheets, and relevant information, including tracking undercover operatives, for both internal use and for use with media.

RFP INFORMATION:

Please respond fully in writing to the questions below. The depth, quality and completeness of your response will influence our decision on which firm will act as PPFA’s consultant. Your written response will also serve, in part, as a benchmark against which to evaluate your performance should your firm be chosen to represent PPFA.

1. Provide background information on your firm and its structure, culture, mission, and values. Indicate whether your firm is certified as a minority, woman, or disabled service veteran-owned firm.
2. Describe, in detail, the scope of services your firm would provide and all associated fees, including fee structure (retainer, set rate, etc.) and payment structure (monthly invoice, installment payments, etc.). Also, indicate whether all of your services are provided in-house or if some are provided through outside vendors. Describe any necessary or

recommended services that are not within your proposed scope of services (such as interior design services), and address how such services would be coordinated with your work.

3. Please list each individual team member and the primary contact for this project. Also describe the relationship of each team member with your firm; i.e.: independent contractor, employee, or other. Include background for each team member and any other relevant experience.
4. Provide a list of all clients the team members have represented in the last three years related to the issues addressed in this RFP.
5. Describe actual, perceived, or potential conflicts of interest. If a potential conflict of interest exists, describe how you would propose to resolve it.
6. Explain the circumstances applicable to any situation in which a client has terminated the services of your firm or prevailed in a service or fee dispute in the last five years.
7. Describe the circumstances applicable to any situation in which a regulatory authority or self-regulated organization of which your firm is a member has cited your firm for any legal or ethical violation.
8. Identify the insurer with respect to and the limits of coverage and any relevant exclusions applicable to your firm's workers compensation, media liability and professional liability/errors and omissions insurance.
9. Describe the structure and the exact formula used for determining your compensation.
 - a. Specify which Requested Services are included in the base fee for your scope of services
 - b. Specify any Requested Services that are not included in your scope of services or that would be available on a separate fee-for-service basis
10. Provide a copy of your standard contract and identify any provisions in the contract that are not subject to negotiation.
11. State whether your proposal is subject to an expiration date or time.
12. Confirm that your Proposal constitutes an offer that is capable of being accepted by PPFA.

SUBMISSION OF PROPOSALS

This Request for Proposal (RFP) is issued on behalf of Planned Parenthood Federation of America and the sole point of contact during the procurement process is Chelsey Peppe, Communications Coordinator. Proposals must be sent to:

Chelsey Peppe

Communications Coordinator
Planned Parenthood Federation of America
123 Williams St.
New York City, NY

Or electronically to **Chelsey.Peppe@ppfa.org** with *PPFA RFP Response* in the subject line.

Thank you for taking the time to review and consider participating in this Request for Proposal for Planned Parenthood Federation of America. Your Proposal and all accompanying materials must be received by **4:00 pm EST on September 6, 2019**. PPFA reserves the right not to consider any Proposal received after this time.

PREPARATION OF PROPOSALS

Your Proposal must contain all of the information specifically required by this RFP or must acknowledge any information that is not applicable or is otherwise omitted. PPFA reserves the right not to consider any additional information or materials included in or submitted with your Proposal. Your Proposal must be signed by an authorized representative of your firm, with all erasures and other changes initialed by the person signing the Proposal.

PPFA may, from time to time, issue one or more addenda to this RFP. Failure of any firm to receive any addenda issued by PPFA shall not relieve the firm from any obligations, requirement or other matters addressed therein. All Proposals must include acknowledgment of the receipt of any addendum that has been issued by PPFA or must state that no addenda have been received.

Q&A

All questions are to be submitted in writing to the RFP contact by no later than **4:00 P.M. EST on September 6, 2019**. Inquiries and responses will be recorded and, at PPFA's discretion, may be distributed to all firms.

PROPOSED EVALUATION PROCESS

PPFA will review all Proposals received and, in its discretion may request additional information and/or clarification of information presented in the Proposals, issue one or more addenda to this RFP, request one or more firms to make presentations as to their Proposals, negotiate individually or collectively with one or more firms, and do so either simultaneously or

consecutively, and/or solicit “best and final” offers from one or more firms. We anticipate that the full evaluation process will take approximately two to four weeks.

COSTS

All costs and expenses incurred by your firm in connection with preparing, developing and/or submitting a Proposal, participating in the group walkthrough or any in-person presentation, or negotiations concerning a definitive agreement, will be borne by your firm regardless of whether or not your firm is selected. No such costs or expenses may be recouped through in any fees for the Requested Services.

OTHER TERMS OF SUBMISSION

Nothing contained in this RFP or implied by the Proposed Evaluation Process outlined above shall create any obligation on the part of PPFA to select any firm for the Requested Services. PPFA reserves the right at its sole discretion to select any firm on any basis that it deems appropriate (whether or not such basis is price), to decide not to select a firm or to otherwise modify its approach to the project.