

## REQUEST FOR PROPOSALS (RFP)

### **Government Relations/Public Affairs Consultancy Services for the Canadian Museums Association (CMA)**

**Date issued:** July 13, 2023

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*Please review “RFP timeline” for detailed deadlines and submission criteria.*

### **1. Introduction and Background**

The Canadian Museums Association (CMA), the national organization for the advancement of the Canadian museum sector, is seeking proposals from qualified government relations/public affairs firms or independent consultants. The CMA is committed to strengthening its advocacy efforts to better serve its mission and strategic objectives.

A cornerstone of these efforts is Hill Day 2024 (proposed for May 2024), a key advocacy event that requires careful planning, strategic intelligence, and effective stakeholder engagement. The CMA is dedicated to not only enhancing the advocacy skills of its delegates and members, but also fostering a collaborative environment where its members can contribute to shaping the advocacy agenda.

The CMA seeks a partner who can navigate the intricacies of government relations and public affairs contributing significantly to the success of its advocacy initiatives. The selected firm or consultant will work in close collaboration with the Senior Manager - Advocacy, who will provide strategic direction and oversight for the project. This partnership will be instrumental in shaping and executing a robust advocacy strategy for the CMA.

### **2. Scope of Work**

The selected firm or consultant is expected to:

- Define the policy ask for Hill Day 2024, ensuring it is costed, timely, and impactful. Will include sector scan, historical considerations, member surveys, as well as a detailed costing of the policy ask.
- Provide strategic intelligence and advice regarding government and politics to inform the CMA's advocacy work.

- Conduct advocacy training for delegates and selected members to enhance their advocacy skills and effectiveness. The selected consultant/agency will be required to present a detailed training plan as part of the proposal.
- Review advocacy speaking points and resources developed in-house by CMA.
- Support the CMA in delivering an impactful and successful Hill Day 2024, including but not limited to training, materials development, and stakeholder engagement.
- Collaborate closely with the Senior Manager - Advocacy, who will provide strategic direction and oversight for the deliverables.

### 3. Proposal Requirements

Interested firms or consultants should provide:

- A detailed description of the approach and methodology to meet the objectives outlined in the scope of work.
- References of past clients.
- A proposed timeline for the project, including key milestones and deliverables.
- A detailed budget proposal, including a breakdown of costs.

The CMA is seeking to engage a firm or consultant on a monthly retainer basis for a period of one year. The selected firm or consultant should factor this into their proposed approach and budget.

### 4. RFP Timeline

Milestone	Date
RFP Issued	July 13, 2023
Deadline for Questions/Clarifications	July 20, 2023
Responses to Questions Posted	July 24, 2023
Proposal Submission Deadline	August 10, 2023

Proposal Evaluation Period	August 11, 2023, to August 25, 2023
Notification of Shortlisted Candidates	August 28, 2023
Interviews with Shortlisted Candidates	August 29, 2023, to August 31, 2023
Final Selection and Notification	September 4, 2023
Contract Start Date	September 11, 2023

## 5. Evaluation Criteria

Proposals will be evaluated based on the following technical and commercial considerations:

Criteria	Category	Weight (%)	Maximum Score
Understanding of Project	Technical	20%	20
Experience	Technical	20%	20
Proposed Approach and Methodology	Technical	30%	30
Timeline	Commercial	15%	15
Budget	Commercial	15%	15
<b>Total</b>		<b>100%</b>	<b>100</b>

## 6. Submission Guidelines

Proposals should be submitted electronically in PDF format. The document should be single-spaced, using a minimum font size of 11 points, and margins should be at least 1 inch on all sides. The proposal should not exceed 20 pages in length, excluding appendices.

The proposal should be organized in the following order:

1. Executive Summary
2. Understanding of Project
3. Proposed Approach and Methodology
4. References/Example of Past Work
5. Timeline
6. Budget
7. Appendices (if applicable)

Please ensure that all sections of the proposal are clearly labeled. Appendices should only include information that supports the main body of the proposal, such as detailed CVs of key personnel, letters of support, or additional evidence of past performance.

Proposals should be submitted via email to [advocacy@museums.ca](mailto:advocacy@museums.ca) by 5pm Eastern Standard Time (EST) on August 10, 2023. The subject line of the email should read: "Proposal for Government Relations/Public Affairs Consultancy Services - [Your Company Name]".

Please note that late submissions may not be considered. It is the responsibility of the applicant to ensure that the proposal is received by the CMA by the deadline.

## **7. Equal Opportunity Statement**

The CMA is committed to fostering an inclusive, equitable, and accessible procurement process. In line with the principles of the Canadian Human Rights Act and the Employment Equity Act, the CMA encourages proposals from consultants and firms of all sizes, including those owned by individuals from diverse groups including but not limited to Indigenous Peoples, women, persons with disabilities, and members of visible minorities. The CMA believes that such diversity contributes to a comprehensive perspective that will enrich our advocacy efforts and better serve the diverse museum sector across Canada. We look forward to partnering with a firm or consultant that shares our commitment to equality and inclusivity.

The CMA looks forward to receiving your proposals and thanks you for your interest in supporting its advocacy efforts.