



Request For Proposals

Hunger Solutions MN/ Healthy Hunger Free Schools Campaign – Communications

Hunger Solutions MN is requesting proposals from interested contractors (individuals or agencies) to lead the communications strategy for the Healthy Hunger Free Schools Campaign. Proposals are due by 5:00 PM Tuesday, October 12, 2021.

Organizational Overview & Background

Hunger Solutions Minnesota works to end hunger in our state. We take action to assure food security for all Minnesotans by supporting programs and agencies that provide food to those in need, advancing sound public policy, building grassroots advocacy, and informing and educating critical stakeholders about the status of hunger in Minnesota.

HHFS Campaign

The HHFS campaign launched March 2021. The purpose of the Healthy, Hunger-Free Schools program is to ensure all students have access to free nutritious options at school, while they are developing life-long eating habits. This initiative looks to support all students in Minnesota in achieving their potential. The program also looks to protect students from the stigma associated with being singled out for receiving free school meals. By having all students receive free meals, no student will need to be singled out or shamed for receiving this benefit.

The Healthy Hunger Free Schools (HHFS) Campaign's goal is to have the Minnesota legislature pass a bill to fund universal meals for kids in school during the 2023 legislative session. Since the campaign launched, two states have secured school meals for all and Congress and several other states have taken important steps in that direction. Campaign objectives include:

- Expand the coalition to broaden the number of organizations that are advocating for universal meals
- Build and strengthen public awareness of the urgency and need for universal meals
- Amplify the campaign's messages through real stories of the need and opportunity
- Center BIPOC voices and leadership in the coalition's decision-making and day-to-day practices
- Strategically leverage the 2022 legislative session and the 2022 elections to build support for universal meals
- Engage robust grassroots and grassroots advocates in the campaign

Additional information about the campaign can be found at <https://www.hungersolutions.org/hhfsminnesota/>. Interested parties are encouraged to review current campaign materials.

Target Audience

The target audience includes lawmakers and stakeholders best able to influence them—including constituents, school leaders, and families with lived experience.

The Opportunity

Hunger Solutions is looking to contract with a consultant or agency to lead (develop & execute) the communications strategy for the HHFS Campaign. The timeframe for the current contract will be November 2021 – June 2022 with an emphasis on building awareness and support during the non-budget year legislative session. Hunger Solutions recognizes that the work may require diverse skills and experience that may exceed the capacity or experience of one individual or agency. The preference is for one consultant to lead however, sub-contracting and collaborative proposals are allowed and encouraged if necessary to bring diverse experience and perspectives to the project. The scope of work includes three specific areas:

- 1. Leadership & Strategy**
- 2. Content Development**
- 3. Media Relations**

Leadership & Strategy

The consultant will lead the HHFS Communications Committee and implement a media relations strategy focused on 1) building public awareness and support and 2) building support among targeted influencers. The consultant will also be a member of the HHFS Steering Committee. Both committees meet monthly. The consultant will engage regularly with the Lobby and Grassroots committees to inform real time communications efforts and support engagement in the following ways:

- Coach coalition member organizations on maximizing the reach of our messaging through sharing with their networks
- Support the development of a speakers bureau representing a variety of sectors that can deliver the key messages (i.e. students, teachers, superintendents, principles, farmers, health care professionals)

Content Development

The consultant will update key messages and refresh existing collateral with latest information and insights and produce additional content for online media.

- Finalize key messages with strong equity framework and focus on target audiences that reflects most current data and research and integrates public opinion polling.
- Create an issue brief that includes the most relevant data and research to make the case for universal meals.
- Leverage messaging work conducted by FRAC and other national organizations
- Create compelling and persuasive communication pieces demonstrating the benefits of universal meals

- Cultivate real stories about the impact of universal meals from multiple perspectives
- Produce strategic communications content, which may include a short video documentary, video, one pager and other pieces.

Media Relations

Develop and execute a comprehensive media campaign using channels and tactics to reach the identified segments and build public awareness, support and action.

- Build a social media toolkit to expand grassroots and partner engagement
- Draft news releases, messaging documents, talking points, FAQs, media Q&As, etc.
- Proactively pursue stories and respond to inquiries - targeting all forms of media: broadcast, digital, podcasts, print, etc.

Qualifications & Services Requested

Hunger Solutions seeks a consultant(s) who brings the following to this engagement:

- An interest in hunger and its impact on health and education
- Experience managing communications for a public policy or legislative campaign
- Demonstrated commitment to racial justice and anti-racism
- Experience with both metro and state-wide media markets
- Experience working in a committee structure
- Experience working with diverse communities including communities of color, rural communities and youth

Proposal Submission and Evaluation Process

A committee of the HHFS Campaign will review proposals and engage in further questions with those candidates most aligned with the needs of the campaign. Please email responses to the following in a word or PDF document to Annie Nelson Stanoch at annie@increaseyourgood.com. Additional documents or examples including links or videos may also be included. References will be requested from candidates that advance to the next round.

1. Describe your interest in providing the services outlined in this RFP.
2. Describe your (agency's) experience in planning and executing legislative/public policy campaigns, and your success in those campaigns. Please provide examples of specific projects.
3. A key campaign goal is to advance racial, health and educational equity by providing school meals for all. Describe how you would apply a racial equity framework to this work. Provide any previous examples.

4. The HHFS campaign structure includes a steering committee, three working committees (Communications, Grassroots and Lobby), and an endorsing partners committee. The consultant will lead the work of the communications committee with input from the lobby and grassroots committees. Describe your experience leading and working with committees to accomplish goals.
5. Please provide an outline of a high-level strategy/plan for how you would approach this project and accomplish the goals listed in the project summary. Include the following for each area:
 - a. Key activities
 - b. Budget range
 - c. People that will be responsible for any work related to the proposed activities (name, role, title, experience).

Budget

The budget maximum for this project is \$100,000. This amount includes all production expenses, advertising and paid media.

Timeline

September 20, 2021	RFP Announced
October 12, 2021	Proposals due
October 13 – 28	Committee Reviews proposals, engages with finalists in interviews and additional questions
Nov 1, 2021	Consultant named

Selection Criteria

A committee of Hunger Solutions Staff and HHFS Steering Committee members will review proposals and evaluate based on the following:

Consultant qualifications
 Relevant experience
 Examples of work provided
 Experience with diverse communities
 Rate/ Cost