



REQUEST FOR PROPOSAL

Media / Communications Advisor services for the National Aboriginal Council of Midwives (NACM)

The National Aboriginal Council of Midwives (NACM) invites you to submit a proposal in accordance with the requirements of the following solicitation. Proposals must be received by NACM no later than the September 7th, 2021, indicated in the table below.

Issue Date:	August 17 th , 2021
Proposal Due Date:	September 7 th , 2021
Written questions and Proposals should be submitted via email to:	Email: atassignon@canadianmidwives.org Subject: "Media Advisor"

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SECTION I – BACKGROUND AND OBJECTIVE

The **National Aboriginal Council of Midwives'** (NACM) mission is to promote excellence in reproductive health care for First Nations, Inuit, and Métis communities. NACM advocates for the restoration of midwifery education, the provision of midwifery services, and choice of birthplace for all Indigenous communities consistent with the U.N. Declaration on the Rights of Indigenous Peoples.

As active members of the Canadian Association of Midwives, we represent the professional development and practice needs of Indigenous midwives to the responsible health authorities in Canada and the global community.

Indigenous Midwives enable access to culturally safe sexual and reproductive health care for Indigenous families, the return of birth to Indigenous communities, and a reduction in the number of medical evacuations for births in remote areas. For more information, visit: <https://indigenoumidwifery.ca/>.

OBJECTIVE

The National Aboriginal Council of Midwives is issuing a Request for Proposals (RFP) for Media / Communications Advisor. NACM is developing a pool of media advisors to be used on a regular basis as preferred suppliers. The successful bidders will be added to a select pool of consultants that will be contracted for specific project(s) by the National Aboriginal Council of Midwives over the period of September 2021 to December 2022.

SECTION II – OVERVIEW AND SCOPE OF WORK

RFP No: 2021-001-NACM

RFP Date: August 17th, 2021

RFP Title **Media / Communications Advisor** for the National Aboriginal Council of Midwives.

RFP Issued By: National Aboriginal Council of Midwives (NACM).

Submission of Questions regarding the RFP:

Questions related to the RFP must be submitted in writing to atassignon@canadianmidwives.org no later than September 3rd, 2021.

Language of Proposals:

The technical and cost proposals should be in English.

Instructions for Submission of Proposals:

In order to be considered, an electronic copy of the proposal must be submitted by September 7th, 2021, at 5 PM EST to atassignon@canadianmidwives.org. Please include subject line: "Media Advisor Services".

Interview Process: Following receipt of qualified proposals, NACM reserves the right to interview all bidders. Interview format will be presented to the offerors at the time of official notification of any interview.

Award:

The successful bidder(s) will be added to a select pool of consultants that will be contracted for specific project(s) by the National Aboriginal Council of Midwives over the period April 2021-December 2022. NACM aims to have 2-4 preferred service providers for Media Advisor/Public Relations Consultant Services.

NACM will divide work between preferred service providers based on availability and specific skill set and will do so as equally as possible.

NACM will select the successful bidder(s) based on the qualifications and experience of the respondent and the respondent's experience providing these services in Canada.

Issuance of this request for proposals does not constitute an award commitment on the part of the National Aboriginal Council of Midwives nor does it commit NACM to pay for costs incurred by the bidders for the preparation and submission of a proposal.

SCOPE OF WORK

The National Aboriginal Council of Midwives is looking for a Media Advisor/Public Relations Consultant to offer advice, promote and maintain NACM's public image over the course of 2021-22. NACM wishes for the consultant to lead on the following **types of content**:

- Social Media
- Media Releases
- Position Statements
- Scripts for Speaking Engagements

Language(s) required:

The successful bidder(s) must be able to work with English text.

Responsibilities:

- Drafting press releases, news, and articles.
- Contributing to the writing news of pieces and profiles for website, social media and coordinating their uploading.
- Provide media advice and support to the Director, Co-Chairs, and staff involved in engagement activities
- Setting up speaking engagements and preparing scripts and speeches for key staff members.
- Developing annual/quarterly media plans and policies with director and in collaboration with NACM communications and advocacy commitments.
- Directing public relations campaigns.
- Identify, develop, write, and promote stories and cross-channel content about the complete range of NACM activities and strategic objectives.
- Manage media issues and risks in consultation with NACM Director.
- Work collaboratively with colleagues from CAM Communications, staff, and Directors to ensure that media and public relations activity is coordinated and aligned.
- Compile media coverage reports and monitor media activities to identify issues and future campaigns.
- Create, manage, and grow a media contact list for NACM

Additional

Essential Skills:

- Being open to direction and able to embrace change
- Strong commitment and demonstrated experience centering Indigenous voices
- Attention to detail
- Reliable, with good time keeping and the ability to meet deadlines
- Excellent organisation, communication, and interpersonal skills
- A demonstrable commitment to creative collaboration within a team and with other departments
- Adaptability and the willingness to learn new processes and technical skills

Dates of Service:

The National Aboriginal Council of Midwives requires Media Advisor services year-round.

SECTION III – INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

A. Media Advisor Services Proposal

Offerors' Media Advisor Services Proposal shall include the following. **Offerors are welcome to submit a proposal for one or all aspects of the above Scope of Work. Please specify what elements within the scope of work are of particular interest.**

Narrative - Offerors shall submit a complete narrative and/or supporting materials addressing all benefits provided under their Media Advisor Services Package and their capabilities to perform the scope of work. **Please consider the following when submitting your proposal.**

1. What are your core services?
2. How many years have you been in business?
3. Where are you located?
4. What are your standard days/hours of operation?
5. What is your standard turn-around time for a project?
6. Describe briefly your experience servicing Indigenous-led organizations, non-profit organizations, professional organizations and/or health organizations.
7. What types of tools are used? Please include the types of software used.
8. What is your process for safeguarding proprietary information?
9. Provide examples of comparable work.

Completed Attachment A – Cover Sheet

Completed Attachment B – Past Performance/References - A minimum of two (2) client references worked with in the past two years on an activity that is similar to this Scope of Work. Include the contact information (names, company or organization, phone number and email). This document must be signed by the offeror. ****This is not required for suppliers who have worked with NACM in the past three years.***

Completed Attachment C – Cost Proposal - The cost proposal should include a detailed breakdown of costs on a per hourly and/or per page and/or per deliverable basis. Please specify if any discounts or non-profit rates are being offered. If your company has a pricing chart, please attach it.

B. Questions

Questions regarding this RFP may be submitted IN WRITING VIA EMAIL no later than September 3rd, 2021. Questions shall be submitted to: atassignon@canadianmidwives.org.

C. Submission of Offers

Proposals must be received no later than **September 7th, 2021**.

Proposals shall be submitted via email to: atassignon@canadianmidwives.org.

Subject: Media Advisor Services

Note: Any proposal received after the above date and time will not be considered

SECTION IV – EVALUATION CRITERIA

A. General Information

NACM intends to evaluate proposals in accordance with the following criteria and select offeror(s) whose proposal(s) best fit the evaluation criteria.

B. Evaluation Criteria

Selections will be made based on whose services will ensure the best possible quality in keeping with the most efficient process in terms of quality versus cost.

Offers will be evaluated based on the following criteria:

1. Ability to provide the best option and prices:
 - Provide best overall solution to Media Advisor requirements
 - Offer should be very competitive technically and financially
2. Portfolio
 - Quality of work
 - Innovation and creativity
 - Significant experience in Indigenous health, policy, rights
3. Saving Time
 - Fast turn-around time
 - Ability to meet deadlines
 - Media Advisor contact(s) must be available via phone and email for questions and revisions.
4. Good Reputation
 - Quality assurance
 - References
 - Billing done in a timely manner

C. Non-Profit Pricing

NACM is a non-profit organization. Offerors should provide any and all discounts available to NACM based on its status as a non-profit organization.

D. Acceptance of Offer and Award

The successful offeror(s) will be added to a select pool of official media advisors for the National Aboriginal Council of Midwives. NACM reserves the right to select a proposal in whole or in part, or not to select a proposal, in accordance with the best interests of NACM.

ATTACHMENT A – PROPOSAL COVER SHEET

2021-001-NACM

Company Name:

Name of Person to be Contacted in Case of Questions Regarding this Proposal:

Telephone of Contact Person Named Above:

Email of Contact Person Named Above:

Name of Individual Authorized to Sign Contracts on Behalf of Company Named Above:

Title of Authorized Individual:

Certification:

By signing below, I certify that the information provided is true and correct, that it shall remain valid for a minimum of 90 days, and that I am authorized to respond to this solicitation on behalf of the Company named above. I further understand that NACM retains the right to reject, in whole or in part, any and all bids for any reason.

Signature of Authorized Individual

Date

ATTACHMENT B – REFERENCES/PAST PERFORMANCE

2021-001-NACM

Complete the table below providing information for at least 2 past/current customers for whom your company provided services similar to the ones for which you are submitting a proposal. Past customers listed below must be available to speak with a NACM staff member during the evaluation process.

Offeror Signature (Mandatory): _____

REFERENCES/RECOMMENDATIONS					
Past Customer's Company Name	Past/Current Customer Contact Person	Phone & Email Information for Contact Person	Company Address	Description of Services Provided	Date(s) Work Performed

ATTACHMENT C – PRICE QUOTE

VENDOR NAME: _____