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April 2019

Greetings,

Our organization is accepting proposals and capabilities statements from focus group market research firms. We invite you to submit one for consideration. A description of our organization, the services needed, and other pertinent information follows:

Background of The Miami Foundation

The Miami Foundation partners with donors to champion their causes and improve local quality of life. Since 1967, we've done this by taking leadership on civic issues, investing in our community and nurturing philanthropy. Thanks to our more than 1,000 donors, we currently manage close to \$350 million in assets and have made \$350 million in grants that create opportunities for residents, make Miami-Dade County more resilient and foster home-grown creativity. Every Miamian, has a story: how you came here, why you stay here, and what you value about this community. We amplify those narratives to foster a deeper relationship between residents and their community, inspiring them to take ownership of its future by investing today in the issues they care about.

Request for Proposal Purpose

The Foundation is coordinating grassroots outreach to local nonprofit organizations in Miami-Dade County serving underserved, low-wealth communities that have historically low rates of participating in the Census. Outreach will be embedded in and run through the Foundation's existing campaigns, programs events and communications to collectively support full participation in Census 2020.

The purpose of this Request for Proposal (RFP) is to engage a vendor to design and conduct multilingual focus groups (English, Spanish and Haitian Creole) in three of Miami-Dade County's hardest-to-count zones. The goal is to obtain insights from the focus group participants that will help the Foundation design effective messaging and implement communication strategies that are aligned with the communities' preferred communication channels.

Functional Requirements

The summary below reflects anticipated requirements. Additions/subtractions may occur. Please note that the design/ownership/copyright and original source files must remain with The Miami Foundation and that all work product created as part of this project will be the property of The Miami Foundation.

Target Audiences

The target audiences for these focus groups will be in hard-to-count communities, which will include the following zones: a) 33166, 33178, b) 33034, 33030, and c) 33127, 33136, 33132. Exact locations to be determined.

Scope of Work

The consultant will perform the following activities:

- Hold an initial planning call with identified nonprofits, faith-based institutions, health clinics and other community-based organizations in each zone to determine the specific communities of interest to be studied in three focus groups.
- Recommend specific target demographic sampling and other selection criteria needed for the focus groups' participants.
- Prepare and deliver focus group scripts with input from nonprofit partners and messages already developed in other communities (to be provided).
- Ascertain, arrange and provide all necessary arrangements and incentives needed to conduct successful group interviews. This should include but not be limited to venue and furniture, equipment, light refreshments, participant travel re-imbusement and incentives.
- In partnership with nonprofit partners, identify and contact potential participants to confirm matches with necessary criteria. If individuals meet criteria, extend an invitation to participate in a focus group at a specific date and time.
- Recruit sufficient individuals to allow for the likelihood that a small percentage of recruited participants will not arrive at the designated location at the starting time of the focus group.
- Facilitate focus groups with the recruited representatives from the target communities.
- Accommodate multi-lingual (Spanish/English/Haitian) preferences during the focus group discussions.
- Conduct a post-focus group presentation, either in-person or via webinar, reporting on the results and information learned to working group.
- Provide focus group findings reports for each of the focus groups with a summary report for working group.
- Develop recommended messaging unique to each zone to be used by partners in Census2020 outreach to residents.

Key Personnel

Following are your key contacts for information you may seek in preparing your proposal:

Dawn Shirreffs	Director of Public Affairs, dshirreffs@miamifoundation.org
Ana Mantica	Editorial Officer, amantica@miamifoundation.org

Proposal Content

In order to simplify the evaluation process, The Miami Foundation suggests that all responses to this request contain the following elements described below:

Executive Summary

Describe your understanding of the work to be performed and your ability to perform the work. (1 page maximum)

Professional Experience

Provide qualifications for servicing an organization of similar size and operational structure. Specify any experience working with nonprofit organizations. Describe your resources/tools and provide copies of relevant work samples. (2 pages maximum)

Qualifications

Identify the specific team members(s) who will be assigned to this engagement. Provide bios specifying relevant experience to the type of services requested. (1 page maximum)

Fees

Please provide an estimate of fees (hourly and/or project based) for the services to be provided. The price you quote should be inclusive of all fees. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. (1 page maximum)

References

Include a list of the relevant clients served within the past five years and furnish the names, emails and telephone numbers of any references whom we may contact (2-4 references). (1 page maximum)

Additional Information

Please provide any additional information, not specifically requested, but which you believe would be useful in evaluation. (3 pages maximum)

Proposal Timetable (Subject to change)

RFP distributed	April 2019
Evaluation of submissions and interviews	April 2019-May 2019
Contract begins	May 2019
Focus groups conducted	June 2019
Deliverables	August 2019

Evaluation of Proposals

- The Miami Foundation will evaluate proposals on the following criteria:
- Prior experience providing services to a similar organization
- Qualifications of staff
- References
- Completeness of the proposal
- Price

Sincerely,

Dawn Shirreffs
Director of Public Affairs