



Request for Proposals: Gather feedback on clarity of program descriptions

Purpose

We are seeking a consultant to gather feedback on the clarity and effectiveness of our program descriptions. This work will include outreach to the feedback group, scheduling and conducting interviews, analyzing data and delivering a final report of feedback and recommendations.

About the Bush Foundation

The [Bush Foundation](#) invests in great ideas and the people who power them in Minnesota, North Dakota, South Dakota and the 23 Native nations that share the same geography. Established in 1953 by 3M Executive Archibald Bush and his wife Edyth, the Foundation supports organizations and people to think bigger and think differently about what is possible in their communities. We work to inspire and support creative problem solving — within and across sectors — to make our region better for everyone.

Project Background

The Bush Foundation strives to be open and clear in our messaging. We work with many communities across our region, and it is important to us that the way we communicate is accessible and understandable across many demographics, cultural identities and geographies. While we intentionally use plain language and shy away from jargon, we must get feedback from outside of the Foundation to know if we are truly communicating what we are trying to — if people across our region are hearing what we are trying to say.

Project

We are developing messaging about our grant programs and would like to gather feedback to understand how this messaging is received by people across our region. The goals of this project are to understand if our program descriptions are clear, simple and effective, and to identify areas that cause confusion and opportunities to improve. Because we work in a region of three states and 23 Native nations, it is also important to us to determine if our messaging resonates across many different geographic and demographic categories.

The strategy of this project, messaging to gather feedback on, and list of people to invite to give feedback will all be developed by Bush Foundation staff. We are seeking a consultant to execute this work and deliver a final report of feedback and recommendations.

Scope of Work

- **Bush Foundation will provide:**
 - List of people to invite to give feedback, including contact information.
 - High-level key questions to include in feedback interviews.
 - Messaging to be reviewed in feedback interviews.
 - Input/approval on outreach plan, interview protocol and other project elements.
 - Ongoing guidance on strategy and execution.
- **Consultant will conduct these activities:**
 - Create an outreach plan.
 - Conduct outreach to the invited feedback group.
 - Schedule video or in-person interviews with those interested in participating (approx. 15-25 people).

- Develop a protocol/script for the interviews (based on our key questions, but with your recommendations for maximum effectiveness).
- Conduct interviews in a manner that is inclusive and accessible for all participants (suggest 1:1 by video or in person rather than focus groups, due to scheduling and geographic challenges; consider an interactive webinar format).
- Handle any needs for release forms and/or compensation for participants' time, if necessary (we will ask you to recommend best practices).
- Record/track all feedback from interviews.
- Analyze feedback.
- Develop a final report summarizing feedback, including elements such as: key themes and supporting quotes; what comments came up multiple times; did people within a certain demographic category all flag the same words; etc.
- Develop recommendations on specific messaging, word and phrasing choices that would improve our clarity and effectiveness.
- Circulate final report to feedback group participants to "close the loop" on their contribution.
- **Deliverables**
 - Regular updates by phone and email as the project is progressing.
 - Final report summarizing interview feedback.
 - Final recommendations around specific messaging elements.
 - Note: Final report and recommendations will be for internal use only and will not be publicly shared.
 - Full data collected from interviews, for our background/reference.
- **Budget**
 - Please submit your fee for service with your proposal. We anticipate that this project will have a budget of \$15-20,000, inclusive of all costs.
 - Payment will be provided upon receipt of final deliverables.
- **Timeline**
 - Consultant selected by April 1, 2020 (see below for selection timeline).
 - Project kickoff April 7, 1-2 pm (please hold this time).
 - Regular check-ins with Bush Foundation staff in April and May.
 - Goal to have all interviews complete by end of April.
 - Goal to receive final report and recommendations by May 15, 2020.
- **How we expect to work together**
 - The consultant will work directly with Communications staff at the Bush Foundation.
 - We will work together to create a timeline of project milestones and regular check-ins, likely conducted by phone/video.
 - We expect to guide strategy and give feedback on your approach.
 - We expect that you will ask questions, share your input and expertise.
 - We expect that you will conduct your work, particularly outreach and interviews, in a way that demonstrates the [values of the Bush Foundation](#).
 - We strive to be clear communicators and collaborative problem solvers. We expect that you will flag any issues or concerns as soon as you see them on the horizon, especially if you are hitting any snags with any elements of the project, budget or timeline.
 - We invite feedback and view it as a learning opportunity for both teams. We expect to give and ask for feedback about how the relationship and project is going, both during regular check-ins and as part of a debrief after the project.

Eligibility

The consultant must fulfill these eligibility requirements:

- The consultant must be located in Minnesota, North Dakota, South Dakota or one of the 23 Native nations that share the same geography.
- The consultant must have experience conducting message testing and analyzing qualitative data.
- Proposals will be accepted from 501(c)(3) public charities, government entities and businesses.

Selection Criteria

We will consider the following elements when reviewing proposal:

- Proposed project plan and approach.
- Proposal's fit with project goals, requirements, budget and timeframe.
- Proposed project team's skillset and level of experience.
- Values alignment with the Bush Foundation.

Proposal Requirements

Please submit the following (no more than 4 pages):

- Proposed project plan, including high-level timeline and how you would approach each element.
- Background on your experience with message testing and qualitative data, particularly working with individuals from across demographic and geographic categories.
- Who from your organization would lead and participate in this project, and their qualifications.
- The values that guide your organization or work.
- If available, work samples or client testimonials for similar work.
- Your total fee for service and high-level project budget (please include main budget categories; we do not need a line-by-line budget of all expenses).

How to Apply

- Submit your proposal in a Word document or PDF.
- Fill out and include a [Vendor Demographic Form](#) with your proposal.
- Send your proposal to Emily Shaftel at eshaftel@bushfoundation.org by 8 pm Central time on Monday, March 23, 2020.

Selection and Timing

Bush Foundation staff will review and select a consultant on this timeline:

- Review all proposals and select finalists March 25.
- Notify applicants whether they're moving forward in the review process March 26.
- Conduct calls with project lead from each finalist March 27 and 30.
- Notify finalists whether they've been selected as a consultant April 1.
- Send a services agreement for signature April 3.
- Kickoff the project on April 7, 1-2 pm (please hold this time; meet in person or by video).

We look forward to reading your proposal. If you have questions about this RFP, please contact eshaftel@bushfoundation.org.