

## **REQUEST FOR PROPOSALS (RFP) FOR LOBBYING SERVICES**

**Organization:** Montana League of Cities and Towns

**RFP Issue Date:** April 2

**Proposal Submission Deadline:** April 30

**Contact Person:** Leandra Lipson, leandra.lipson@mtleague.org

**Overview:** Montana League of Cities and Towns (“League”) is a non-profit, non-partisan association representing all incorporated Montana municipalities. The League is seeking proposals from firms or individuals to provide professional lobbying services on behalf of the organization and its members for the 2025 Legislative Session.

- 1. Scope of Work:** Working under the direction of the Executive Director, the selected entity will be expected to:
  - Develop and implement lobbying strategies to advance the broad legislative priorities of the League.
  - Monitor legislative developments and track bills relevant to the interests and priorities of the League. In past sessions, the League has tracked over 300 bills during the session and actively lobbied up to approximately 50 bills at any one point during the session.
  - Provide regular updates and reports to League leadership and Board of Directors on lobbying activities, progress, and outcomes.
  - Represent the League at hearings or other relevant events and make strategic recommendations about when and where League staff or member elected officials and staff should testify or attend legislative hearings or events. Assist League and members with drafting and organizing testimony.
  - Build and maintain relationships with partners, key stakeholders, advocacy groups, legislators, and other decision-makers.
  
- 2. Proposals Requirements:** Interested parties are invited to submit proposals that include the following information:
  - Experience. Overview of the firm or individual’s experience, expertise, and track record of success in lobbying on behalf of local governments. Provide examples of success advancing a legislative agenda in topic areas relevant to local government priorities. The League will be using FastDemocracy for its legislative tracker in the 2025 session - describe any legislative trackers the individual or firm has operated in the past and how any tracker used by the entity during the 2025 session would coordinate with Fast Democracy. Describe any recent or current work with the League.
  - Background. Provide information on individual lobbyists that would be responsible for representing the League during the session. Describe any past positions in government or politics held by individual lobbyists. Provide information about the firm or individual, including location and history. Identify the entity’s strengths and weaknesses along with any unique capabilities that may be appropriate to representing the League. Please describe any potential client conflicts of interest in detail.

- **Firm Workload.** Provide the status of the entity's current and anticipated workload during the 2025 Legislative Session. Describe the entity's ability to manage the needs of its clients and its anticipated ability to take on the broad lobbying work of a client such as the League.
- **Approach Description.** Provide a description of the proposed approach to advocating for the League's legislative priorities and positions. Provide a proposed timeline and milestones leading up to and during the 2025 Legislative Session.
- **References.** Provide detailed contact information for three (3) past clients or for three (3) colleagues who can speak to the firm or individual's experience working with the Montana Legislature, particularly on behalf of the governmental sector.

**3. Evaluation Criteria:** Proposals will be evaluated based on the following criteria:

- Demonstrated prior experience, expertise, and track record in lobbying and government relations relevant to municipal issues.
- Understanding of the League's mission, priorities, and the needs of Montana municipalities.
- Quality and feasibility of the proposed strategy and timeline.
- Qualifications, experience, and relationships of key personnel.
- Cost-effectiveness of the proposed budget.
- References and past performance in similar engagements.
- Willingness to accept and innovative approach to a modified scope of work.

**5. Submission Instructions:** Proposals should be submitted electronically to the contact person listed above by the submission deadline. Late submissions will not be considered. Please include "Lobbying Services RFP" in the subject line of your email.

**6. Confidentiality:** All information provided in response to this RFP will be treated as confidential by the League.

**7. Right to Reject Proposals:** The League reserves the right to reject any or all proposals received in response to this RFP or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of The League.

**8. Questions:** Any questions regarding this RFP should be directed to the contact person listed above.

We look forward to receiving your proposal.

Sincerely,



Kelly A. Lynch  
Executive Director