



North Dakota Veterinary Medical Association

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Request for Proposal (RFP) for Government Relations and Lobbying Services

The North Dakota Veterinary Medical Association (NDVMA) is requesting proposals to contract with a lobbyist to represent NDVMA for the 2025 North Dakota legislative session. A contract would run from a mutually agreed upon pre-legislative session date through the end of the 2025 legislative session. Following the end of the 2025 legislative session the NDVMA would consider renewal of the contract to include interim monitoring services through 2025/2026.

NDVMA is a professional organization that advances the veterinary profession and creates a professional community of veterinarians and veterinary medical students. An important role of NDVMA is to advocate for future and current veterinarians that encompasses issues pertaining to veterinary medicine education costs and access to schools, veterinary workforce recruitment (veterinarians, veterinarian technicians), professional licensure, animal health, animal welfare, and employer/business management. While some advocacy issues remain consistent from one legislative session to the next, NDVMA relies on a lobbyist to identify legislation that could potentially affect veterinarians, veterinary medicine students, and animal health or welfare. A summary of legislative issues during the 2023 session can be found at ndvma.com/advocacy.

NDVMA seeks a strong lobbyist with existing positive relationships in the state legislature, sound knowledge of legislative functions, and experience with the state budget, animal agriculture, professional licensure, medical, employer and business tax issues. Key skills desired include the ability to communicate well, perform research, critical thinking, take initiative, possess integrity, and exercise diplomacy.

The government relations services for the NDVMA would include, but is not limited to, the following:

1. Legislative Planning

- Legislative planning with NDVMA legislative committee to identify issues pertinent to the veterinary profession and develop legislative agenda.
- Pre-planning of communication strategies to be used during the legislative session for informing and engaging the NDVMA membership and primary stakeholders of legislative issues.
- Tracking the University System and Health Department budgets for funding for veterinary students and loan repayment programs.

2. Bill Review

- Review all bills (pre-filed agency bills, board and commission bills, and legislatively sponsored bills) introduced in the ND Legislative Assembly and determine any possible impact on the NDVMA. Any bills with potential impact will be reviewed with the NDVMA legislative committee for monitoring or other action.

3. Bill Tracking and Communication to NDVMA

- Create and maintain a tracking list of bills being followed, including the scheduling of committee meetings and hearings, amendments, and other bill action.
- Participate in ND's legislative committee meetings of pertinent bills to NDVMA.
- Provide a weekly summary to NDVMA legislative committee of bill tracking and pertinent action and upcoming hearings.
- Participate in NDVMA's legislative committee meetings as needed/requested by NDVMA (meeting times may be outside of weekday/daytime hours to accommodate veterinarians' schedules).

4. Coordination of Legislative Action and Development of Strategic Communication

- Research and coordinate action on bills with NDVMA legislative committee. Present a plan of action to include narrative, talking points, identification and garnering support of allied groups, engagement of membership and overall strategies for successful advocacy.
- Draft testimony and prepare NDVMA representatives or designated stakeholders for testifying.
- Testify on NDVMA's behalf as directed by NDVMA legislative committee.
- Prepare "Legislative Alerts" that can be sent to the NDVMA membership and key stakeholders to keep them informed of legislative activity and any "Call to Action" for notifying legislators in respective districts.
- Coordinate meetings with key stakeholders and legislators in consultation with NDVMA legislative committee to present and discuss pertinent legislative issues.
- Contact all legislative committee members after hearings as to the vote status before the bill goes to the chamber calendar.
- Develop press releases for NDVMA if requested.
- Additional multimedia services can be negotiated for an additional fee:
 - Collaborate with media to develop concepts and script for ad campaigns if requested.
 - Create multi-media presentations if requested.

Proposal Elements - All proposals should include the following information:

1. Letter of Interest.
2. Names of any other individual(s) who will be working in coordination with you, including the extent of their role in government relations services.

3. Experience information, highlighting previous work, areas of expertise, and capacity to fully execute the functions outlined in the RFP.
4. A list of at least three clients for whom you have lobbied within the past 5 years and an example of successful efforts managed on their behalf. Include the client's name, contact name, email, and phone number.
5. A comprehensive list of all current clients and those served within the preceding 36 months of the submission date. List clients by year.
6. Compensation expectations. Please delineate for the legislative session as well as the interim sessions.

Submission of Proposals

Please submit an electronic version of the proposal **by December 10, 2023**, to NDVMA Search Committee at execdir@ndvma.com. Please direct any questions regarding this RFP to Pat Anderson, NDVMA Executive Director at same email address or call 701.221.7740.

NDVMA's search committee will review proposals and interview potential lobbyists during the first quarter of 2024.