

REQUEST FOR PROPOSAL (RFP) FOR LOBBYIST SERVICES

Issue Date: December 2, 2025

Proposal Due Date: January 5, 2026

Contract Dates: February 1, 2026

Introduction:

The Pennsylvania Coalition Against Domestic Violence (PCADV) is the oldest statewide domestic violence coalition in the nation. Each year, its network of 59 local domestic violence programs provides free and confidential direct services to nearly 90,000 victims and survivors of domestic violence and their children in all 67 counties of the Commonwealth. Together, local programs and the statewide Coalition work in collaboration to deliver a continuum of services, support, and systems to help victims and survivors find safety, obtain justice, and build lives free of abuse. Get more information at pcadv.org.

PCADV is seeking proposals from qualified lobbying firms or individual lobbyists to represent our interests and advocate on our behalf at the state level. Specifically, PCADV's need is for advocacy focused primarily on the state budget appropriations process for our member programs.

This advocacy shall include:

1. Items related to the State budget/appropriations,
2. Legislative and/or executive agency meetings, as requested, related to appropriations, and
3. Monitoring of other legislative issues upon request for a limited number of hours during the legislative session.

Background

PCADV and the 59 member organizations operate as independent nonprofit organizations that are subject to the IRS limitations on lobbying activities for nonprofits. There are additional requirements that specify prohibitions against lobbying activities by staff whose time is funded by state and federal grants. These limitations are the primary

reason a lobbyist is needed for public policy and legislative advocacy on behalf of PCADV and our member organizations.

Scope of Work

The selected lobbyist will be expected to:

- Develop and execute a comprehensive lobbying strategy in collaboration with the PCADV CEO and/or their designee.
- Monitor and report on relevant legislative and regulatory developments.
- Engage with policymakers, government officials, and stakeholders according to the agreed upon strategy.
- Advocate for specific legislative or regulatory changes on a limited basis and at the request of the PCADV CEO.
- Provide regular updates and reports to the PCADV CEO and/or their designee.
- Attend meetings, hearings, and events as determined as appropriate, on behalf of PCADV.

Qualifications

- Demonstrated experience in lobbying and advocacy.
- Strong understanding of the legislative process.
- Proven track record of achieving results for clients.
- Excellent communication, organization, and interpersonal skills.
- Familiarity with issues relevant to PCADV.

Proposal Requirements

Proposals should include the following information:

- **Cover Letter or Intro Email:** A brief introduction of the firm or individual.
- **Experience and Qualifications:** Details of relevant experience and qualifications.
- **Approach and Methodology:** Description of the proposed approach to the scope of work.

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- **Fee Structure:** Detailed fee proposal, including any retainer fees, hourly rates, and expenses.

Optional information could include:

- **References:** Contact information for at least three references or client testimonials.

Evaluation Criteria

Proposals will be evaluated on:

- Relevant experience and track record.
- Understanding of the nonprofit sector, the appropriation process for our organizations, and specific issues related to domestic and sexual violence that could impact the budget allocation process.
- Qualify and feasibility of the proposed lobbying approach.
- Cost-effectiveness.
- References and past client feedback.

Evaluation for selection may be made based on the written proposal submitted and/or an interview with prospective candidates as conducted by PCADV. PCADV will coordinate with any prospective candidates where an interview would be required for the selection.

Submission Instructions

Proposals must be submitted via email by January 5, 2026 to:

Susan Higginbotham
CEO of PCADV
shigginbotham@pcadv.org

Timeline

- **RFP Issued:** 12/2/25
- **Proposal Due Date:** 1/5/26
- **Award of Contract:** to start 2/1/26

Contact Information

For any questions or further information, please contact:

Jenna Harris

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