



REQUEST FOR PROPOSAL

TO PROVIDE VOTER REGISTRATION PROGRAMS FOR THE DCCC: Targeted paid canvass voter registration in top priority districts.

I. About the DCCC

The DCCC is the official national Democratic campaign committee charged with electing Democrats to the U.S. House of Representatives. The DCCC recruits Democratic candidates and supports Democratic campaigns – both challengers and Democratic incumbent Members – with a variety of services including field operations, fundraising support, communications assistance, research support and management consulting. In addition, the DCCC's Independent Expenditure supports these campaigns with television, radio and other voter contact efforts. The DCCC is supported by the contributions of individuals and organizations, along with Democratic Members, from throughout the country.

Congressman Sean Patrick Maloney, from the 18th District of New York (NY-18) is the current Chairman of the DCCC. Maloney was elected by his colleagues to serve as the Chair of the DCCC where he's leading the effort to protect and expand our Democratic Majority.

The DCCC is committed to diversity among its vendors and contractors. It does not discriminate, nor tolerate discrimination based on gender, race, color, sex, religion, sexual preference, or national origin.

The DCCC has identified expanding the electorate as a programmatic imperative in the 2021 off-year. We will launch a nationwide voter registration program with a goal of registering 184,077 new voters.

II. Process and Timeline

The DCCC invites you to submit a proposal for voter registration paid canvass needed by the DCCC's Organizing Department during the 2022 cycle. This Request for Proposal (RFP) in no way guarantees work from the DCCC.

If your firm wishes to submit a proposal, please sign and return by email the enclosed non-disclosure agreement and vendor profile form to voterregfrp@dccc.org with subject line "DCCC Voter Registration RFP." The DCCC will accept questions via email regarding the submission of proposals through Monday, April 26, 2021. Answers will be shared with any vendors who have indicated their interest in the RFP.



Direct all inquiries to voterregfrp@dccc.org with the subject line above. The proposal can be submitted to the same contact.

Proposal submission is due on Wednesday, May 5, 2021 by 6pm ET. Presentations of the proposal will be scheduled between Wednesday, May 12 and Tuesday, May 18, 2021. Proposals received before the deadline will be scheduled for presentations on a rolling basis. Please note that at some point during the interview process, we may ask to meet with the full team you will be assigned to at the DCCC, not only the principal-level staff. Additionally, we may reach out for additional information in writing once we've received the proposal submission and before scheduling in-person presentations. Submitting a proposal does not guarantee an invitation to present your proposal. Vendors will be notified of the final decision Wednesday, May 19, 2021.

III. Project Scope

Responses to this RFP will be used to select the program. Firms will recruit, hire, and train voter registration canvassers to focus on targeted communities in order to close the registration gap using various tactics such as hotspot voter registration and/or door-to-door efforts. The DCCC Organizing Department will work with firms on a goal for each district/target area and customize a program that makes sense for the geographic area.

A firm's selection for a particular project in no way guarantees that the firm will be selected for future paid canvass work from the DCCC, nor does a firm not being selected for a particular project mean that the firm will not be selected for other future paid canvass work from the DCCC. If your firm would like to provide paid canvassing services to the DCCC at any point during the 2022 cycle, then you are strongly encouraged to submit a proposal.

Proposals submitted for consideration should address the following:

OVERALL PHILOSOPHY

Please describe your overall philosophy in approaching voter registration. How do you see your role as a strategic partner? What experience and successes has your firm had on similar projects?



GENERAL WORKLOAD & EXPERIENCE:

Description of anticipated client workload for the 2021 calendar year. Please specify if work is being done on the campaign or independent side. Please also note whether the work for each client would be performed by the same or different personnel that you propose will provide services to the DCCC.

Additionally:

- Please provide a list of any states that you have done work in during the 2018 or 2020 cycle.
- Please describe any previous work done for the DCCC, or other national political committees similar to the DCCC, and/or any specialties of your firm.
- Please provide a gender and racial/ethnic breakdown of your firm's full staff. Please specify what percentage identify as Caucasian/White, African American/Black, Hispanic/Latino, Two or More Races, or Other.
- Please also provide a breakdown indicating what percentage of your staff self-identify as members of the LGBTQ+ community, are veterans or are disabled persons.

STAFFING THE DCCC PROGRAM:

- All respondents must identify whether they are minority-, women-, veteran-, disabled- or LGBTQ+- owned ("diverse-owned") and expand upon the composition of the team and senior staff that the DCCC would be working with. Consistent with its business needs, DCCC prioritizes working with firms that have a demonstrated commitment to advancing diversity, equity, and inclusion and equal opportunity. In addition to contracting with diverse owned businesses who provide the services DCCC seeks, the DCCC values working with diverse-led teams. All firms submitting proposals will be asked to identify the diverse staff, if any, who will be working as a lead on the account with the DCCC. Firms will be asked to submit goals and plans to advance their commitment to diversity, equity, and inclusion and provide equal opportunity for their staff and subcontractors.
- Please describe what staff resources would be committed to DCCC program work. Identify the name and role of each principal and support staff that would be committed to the DCCC program. If not provided above, please indicate the workload such principal or staff may have in addition to that of the DCCC program. Please share how long each member of the proposed team has been working with your firm or doing relevant work. Do these staff and principals have specific geographic, creative, or other relevant expertise and if so, please describe it.

PROGRAM SPECIFIC INFORMATION

- Describe your COVID-19 safety protocols to protect canvassers and voters. Please provide specific equipment, training, and test/vaccination protocols.
- Describe your recruitment and hiring practices for paid canvassers. What staffing structure do you use for canvases? How do you ensure no discrimination occurs in your hiring? Describe the diversity standards you use in your recruitment and hiring.
- Please describe your canvass training process? Provide sample training materials. How do you ensure your canvassers are compliant with voter registration laws in the states you work in? How do you ensure your canvassers are culturally competent in their approach to the work?
- Please describe what data deliverables you will provide the DCCC. Provide examples and timelines of reports for this program.
- Do you require support from the DCCC with VAN/ data management to execute this program? If yes, please specify.
- It's possible that we won't have access to state party voter files and agreements to do voter contact in time for this program. How will your firm achieve the stated goals of this program given these restrictions?
- Please describe your organization's data security standards. Is your organization prepared to comply with the DCCC's data security requirements? They include:
 - Password protection, two-factor authentication, and at-rest encryption for all systems and devices that contain and store confidential information; and
 - Prohibition of the use of removable devices to store confidential information unless such removable media is encryption-enabled.
- Is your firm ready to stand up canvases in languages other than English? If yes, please list and describe cultural competency standards.
- Is your organization willing to indemnify the DCCC in the event of any third-party legal claim or action arising from its activities on the DCCC's behalf? In the event of a security breach that exposes the DCCC's data, including one that exposes personally identifying information, are you willing to investigate and remediate the breach, and provide any legally required notices to impacted individuals, at your own expense?
- Please explain the processes your firm uses to ensure that all voter registration laws are followed in the state you're working in.
- Please explain how your organization will assure quality performance in your services.
- Please describe the compensation structure you would expect for this project.