



Request for Proposals (RFP)

Federal Government Relations Consulting Services

1. Introduction

The National Association for Social Workers (NASW or the “Association”) is seeking proposals from qualified government relations firms to provide federal lobbying and strategic consulting services. The selected contractor will support the Association’s legislative, appropriations, and regulatory priorities through advocacy, legislative intelligence, relationship development, and strategic counsel. NASW is seeking an anticipated contract term of one (1) to two (2) years and is eligible for renewal. NASW will pay a monthly retainer of between \$10,000 and \$20,000.

The Association intends to engage a firm to provide proactive, high-level engagement with Congress, the Administration, and key internal and external stakeholders.

2. Organizational Background

Founded in 1955, NASW is the largest membership organization of professional social workers in the United States, representing more than 88,000 social workers. NASW is headquartered in Washington, DC, and has 54 chapters across the country (including Puerto Rico, Guam, and the Virgin Islands) giving us an extraordinary breadth and depth of context, diversity, and expertise across health, education, public services, and public safety settings.

Our mission is to enhance the professional growth and development of our members, to create and maintain professional standards for social workers, and to advance sound social policies.

Our purpose is to promote the quality and effectiveness of social work practice in the United States, to improve conditions of life in our democratic society using social work knowledge and skills, and to help maintain and promote high standards for social work practice.

The core of NASW’s public policy priorities focus on two distinct areas promoting the profession and enhancing individual, family, and community health and well-being. On the professional side, NASW focuses its attention on issues ranging from increasing reimbursement for social workers, safeguarding access to care, strengthening the social worker workforce, ensuring social worker safety, and securing federal appropriations. We also have a defined position in the social justice space, where we concentrate on such issues such as protecting voting rights, social safety net programs, DEI, and promoting fair and just policies for all people.

The current NASW government relations infrastructure consists of three full-time employees (a Director of Public Policy and Government Relations, a Public Policy and Advocacy Manager, and a Senior Public Policy Associate), a political action committee, and technology provided by FiscalNote. Each employee is

responsible for a specific issue-based portfolio and tracks assigned committees aligning with their issues. NASW-PACE, NASW's political action committee, has been in existence for 50 years and raises approximately \$75,000 per year in donations and has a Board of Trustees. NASW currently is under contract with FiscalNote for their suite of products, including PolicyNote, Knowledgis, and VoterVoice.

3. Engagement Objectives

The selected contractor will support the Association's federal legislative and regulatory priorities by:

- Increasing the Association's visibility and influence on Capitol Hill
 - Building and strengthening relationships with key congressional offices and committees
 - Providing timely and actionable legislative intelligence to NASW
 - Supporting development and advancement of legislation prioritized by NASW
 - Identifying, facilitating, and strengthening relationships with NASW chapters and external stakeholders
 - Strengthening coalition engagement and strategic positioning of NASW in the public policy arena
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4. Scope of Work

The contractor will be engaged to carry out the following:

A. Issue Tracking and Analysis

Monitor, analyze, and report on federal legislative and regulatory activity relevant to the Association's policy priorities.

Activities include:

- *Tracking legislation, amendments, and relevant regulatory actions*
- *Providing real-time alerts on significant developments.*
- *Preparing monthly legislative reports that include bill summaries, status updates, committee activity, and political outlook.*
- *Identifying legislative vehicles and opportunities for advancing Association priorities (e.g., appropriations bills, authorizations, must-pass legislation).*
- *Monitoring Member of Congress communications, including press releases and public statements, for relevant policy positions.*

B. Legislative Intelligence

Provide timely, forward-looking intelligence to inform the Association's advocacy strategy.

Activities include:

- *Identifying key congressional decision-makers, influencers, and staff contacts.*
 - *Providing insights into committee dynamics, leadership priorities, and partisan considerations.*
 - *Recommending timing and strategy for engagement based on legislative and political conditions.*
 - *Identifying potential champions and opponents of Association priorities.*
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- *Monitoring stakeholder activity and providing competitive intelligence on aligned or opposing organizations.*
- *Alerting staff to emerging risks, opposition efforts, or shifts in the policy landscape.*

C. Relationship Building and Brand Elevation

Support efforts to strengthen the Association's visibility and relationships on Capitol Hill.

Activities include:

- *Identifying and facilitating opportunities for congressional engagement, including briefings, roundtables, and hearings.*
- *Securing introductions to key congressional offices and staff, including targeted outreach to priority offices.*
- *Supporting strategies to increase the Association's recognition and influence among policymakers.*
- *Advising on messaging and positioning for Hill engagement.*
- *Identifying opportunities to engage with caucuses, committees, and leadership offices.*
- *Assessing the Association's perception and positioning on Capitol Hill.*
- *Supporting grassroots engagement strategies involving Association leadership and key stakeholders.*

D. Legislative Development and Strategy

Assist in the development and advancement of federal legislation aligned with the Association's priorities.

Activities include:

- *Conducting policy research and analysis to support legislative initiatives.*
- *Drafting and refining legislative language, including bill text, report language, and section-by-section summaries.*
- *Assisting in the development of supporting materials such as Dear Colleague letters and talking points.*
- *Identifying and vetting potential bill sponsors and co-sponsors.*
- *Developing legislative strategies, including pathways for introduction and advancement.*
- *Coordinating with congressional staff on bill drafting, revisions, and technical assistance.*

E. Direct Advocacy and Hill Engagement

Support and, as appropriate, conduct direct advocacy on behalf of the Association.

Activities include:

- *Scheduling and participating in meetings with Members of Congress and congressional staff.*
- *Conducting targeted outreach to advance legislative priorities.*
- *Providing in-person representation at meetings when Association staff are unavailable.*
- *Supporting and staffing Capitol Hill advocacy days and fly-ins.*
- *Conducting follow-up with congressional offices to maintain momentum on key issues.*

F. Coalition and Stakeholder Engagement

Support the Association's engagement with NASW Chapters, external partners, and coalitions.

Activities include:

- *Supporting collaboration between the national office and chapters on federal advocacy initiatives.*
- *Identifying relevant coalitions and stakeholder groups aligned with Association priorities.*
- *Supporting coalition-building efforts and joint advocacy initiatives.*

G. External Stakeholder Strategy and Engagement

Support the Association's engagement with external stakeholder organizations to advance legislative objectives and mitigate potential opposition.

Activities include:

- *Identifying external organizations with interests aligned or potentially in conflict with Association priorities.*
- *Assessing the policy positions, priorities, and potential influence of such organizations on federal legislation.*
- *Advising on strategies to secure support, neutrality, or minimize opposition from key stakeholders.*
- *Facilitating introductions and coordinating meetings between Association leadership and external organizations.*
- *Supporting preparation of materials and messaging tailored to external stakeholder audiences.*
- *Monitoring stakeholder activity and signaling shifts in position that may impact legislative strategy.*
- *Identifying opportunities for partnership, alignment, or coordinated advocacy efforts.*

H. Strategic Counsel and Coordination

Provide ongoing strategic advice to support the Association's federal advocacy program.

Activities include:

- *Providing strategic recommendations to government relations staff and leadership.*
- *Participating in regular strategy calls (e.g., weekly, or biweekly).*
- *Assisting in the development and refinement of annual advocacy priorities and plans.*
- *Advising on political dynamics that may impact legislative opportunities.*

I. Reporting and Communication

Maintain consistent communication and provide clear, actionable reporting to NASW.

Activities include:

- *Delivering monthly written reports summarizing activities, outcomes, and upcoming opportunities.*
- *Providing interim updates as needed, including real-time alerts on critical developments.*
- *Preparing summaries and action items following key meetings.*
- *Tracking progress toward legislative and relationship-building objectives.*

Possible Value-Added Services to Consider

Proposals may also include the ability to provide:

- Development of targeted congressional engagement plans
- Strategic alignment with political or PAC-related efforts (if applicable)
- Support for executive-level engagement with policymakers

5. Proposal Submission Requirements

Proposals should include the following components:

A. Firm Overview

- Description of the firm, including history, size, and areas of expertise
- Office location(s)
- Description of how the firm manages client conflicts, and if there are any current clients for which work for NASW would present a conflict.

B. Relevant Experience

- Experience working with national associations or similar clients
- Experience with relevant public policy issues
- Examples of legislative or regulatory successes

C. Staffing Plan

- Identification of the proposed team
- Bios highlighting relevant experience and relationships
- Other resources the firm can bring to NASW for advocacy-related work

D. Approach and Strategy

- Description of how the firm will execute the Scope of Work
- Approach to legislative intelligence and strategic advising
- Approach to stakeholder engagement and opposition management

E. Relationships and Access

- Description of activities, relationships with relevant policymakers, including:
 - Members of Congress and key committees
 - Congressional staff
 - Federal agency staff
 - External stakeholders and organizations

F. Reporting and Communication

- Proposed communication cadence (e.g., weekly calls, monthly reports)
- Description of reporting format and deliverables

G. Pricing Proposal

- A monthly retainer fee between \$10,000 and \$20,000
- Description of proposed services included in the retainer
- Description of any additional costs or reimbursable expenses

H. References

- At least two (2) client references, preferably associations or similar organizations
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6. Submission Instructions

Proposals should be limited to less than 25 pages.

Proposals must be submitted electronically in PDF format to:

Jeremy Haines, MA

Director, Public Policy and Government Relations

jhaines.nasw@socialworkers.org

Questions regarding this RFP should be submitted to Jeremy at the email provided by the deadline listed above.

7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Understanding of the Association's priorities
 - Demonstrated legislative and regulatory expertise
 - Strength of relationships and access
 - Quality of strategic approach and legislative intelligence
 - Experience with stakeholder management and coalition dynamics
 - Qualifications and experience of proposed staff
 - Cost and overall value
 - Thoroughness of Proposal
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8. Timeline

Dates subject to change.

- RFP Release Date: **July 13, 2026**
 - Deadline for Questions: **July 24, 2026**
 - Proposal Submission Deadline: **August 10, 2026**
 - Interviews: **August 2026**
 - Anticipated Contract Start Date: **60 days after contract ratification**
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9. Additional Information

The Association may request additional information from selected firms prior to making a final decision.

Note: This RFP does not commit NASW to select any firm, award any work order, pay any costs incurred in preparing a response or possible negotiation, or procure or contract for any services. NASW reserves the right to accept or reject any or all submissions received or modify the RFP in part or in its entirety.
