



**To:** Interested Parties  
**From:** Dave Rexrode, RGA Executive Director  
J.P. Twist, RGA Political Director  
**Date:** December 2, 2019  
**Re:** Independent Expenditure Request for Qualifications for Direct Mail

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The Republican Governors Association (RGA) is requesting qualifications from Direct Mail vendors interested in participating in its Independent Expenditure efforts in 2020.

### **WORK REQUIREMENT**

The RGA expects commitment and attention from all its vendors. Each vendor will be required to work closely with the RGA to develop, through research and planning, a detailed IE Program for each race assigned to the vendor. Vendors will be required to follow their assigned race closely and provide strategic advice to the RGA. Given the critical role vendors play in the development and implementation of each IE plan, the RGA will place a high degree of weight on the experience and time commitment of those individuals assigned to manage the program on behalf of the vendor.

### **OPERATIONS**

Vendors will be assigned specific races and will be expected to follow those races and be prepared for the IE Program to “activate” an advertising or polling and research effort in those races. Not all races assigned to a vendor within the IE Program are guaranteed to mature to the activation status.

### **COMPENSATION**

The RGA will work with each vendor selected to establish compensation at a later date.

### **PRODUCTION AND STANDARDS**

The RGA demands high production standards and innovative, effective media concepts as well as adherence to predetermined polling and research metrics and standards. The RGA also demands a strict adherence to all state and federal elections laws with no exceptions, including, but not limited to, laws governing coordination. Vendors will be required to submit firewall policies as applicable.

### **QUESTIONNAIRE**

Interested firms should respond to this RFQ with answers to the following questions, applicable to the principals and staff proposed for this project.

All responses are due by COB December 16<sup>th</sup>, 2019 to J.P. Twist ([jptwist@RGA.org](mailto:jptwist@RGA.org)):

1. Name of firm, year incorporated and number of full-time employees

2. Principal or account representative(s) who will participate in planning and creation of the RGA IE Program Advertising. Please list all that apply and their specific tasks in your firm's work plan. Please include bios for each person listed.
  - a. For Example: John Doe, Principal. Participate in all strategy meetings, create all spot concepts, write all scripts, participate in post-production; Jane Doe, Project Manager. Participate in strategy meetings as needed, oversee edits and postproduction.
3. Describe your firm's structure and personnel for design, production, and delivery
4. List all candidates and independent/issue projects on which you currently expect to work in 2020
5. List all experience as a vendor in U.S. Senate campaigns and/or independent expenditures
6. List all experience as a vendor on a Gubernatorial campaign
7. List all experience as a vendor in Gubernatorial campaign independent expenditures. Include any previous work done for the RGA
8. Identify the 3 independent expenditure campaigns at any level that you consider your best work as a vendor and provide any brief relevant supporting explanation
9. List 3 candidate campaigns at any level that you consider your best work as a vendor and feel free to provide any brief relevant supporting explanation
10. The RGA has 11 races in 2020; Washington, Utah, Delaware, Montana, North Dakota, Missouri, Indiana, West Virginia, Vermont, New Hampshire, North Carolina. Identify states in which you 1) Do not have any current conflicts, and 2) Have unique or extensive experience you believe would be of benefit to the IE Program 3) List any and all candidates, Independent Expenditure efforts, and state party efforts you have worked on or with in these states.
11. Describe your direct mail design strategy
12. Provide the printing and production costs for the following runs: (6x11 and 8.5x11 no folds) and (11x17 single fold)
  - a. 25,000 Households
  - b. 50,000 Households
  - c. 100,000 Households
  - d. 250,000 Households
13. Provide a 350-word summary as to why your firm is best suited to serve the RGA