



**To:** Interested Parties  
**From:** Dave Rexrode, RGA Executive Director  
J.P. Twist, RGA Political Director  
**Date:** December 5, 2019  
**Re:** Independent Expenditure Request for Qualifications for Polling

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The Republican Governors Association (RGA) is requesting qualifications from Polling 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, based on the vendors research, 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 closely. 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.

#### **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 the drafting and analysis of the RGA IE program polling. Please list all that apply and their specific tasks in your firm's work plan. Please include bios for each person listed.
3. Describe your firm's methodology and approach to polling.
4. Please submit a demonstration document that includes COMPLETE examples of your full analysis of at least THREE separate surveys from independent expenditure efforts during the 2016, 2018 and/or 2019 cycles. This analysis will be kept confidential, will be used only for hiring purposes and will not be retained by the RGA upon the conclusion of this selection process.
5. List all candidates and independent/issue projects on which you currently expect to work in 2020
6. List all experience as a vendor in U.S. Senate campaigns and/or independent expenditures
7. List all experience as a vendor on a Gubernatorial campaign
8. List all experience as a vendor in Gubernatorial campaign independent expenditures. Include any previous work done for the RGA
9. Identify the 3 independent expenditure campaigns at any level that you consider your most accurate work as a pollster and provide any brief relevant supporting explanation
10. List 3 candidate campaigns at any level that you consider your most accurate work as a pollster and feel free to provide any brief relevant supporting explanation
11. 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.
12. Provide a 350-word summary as to why your firm is best suited to serve the RGA