



Mexican American Opportunity Foundation
Empowering Families from Child to Senior

Request For Proposal (RFP) RFP 26-027 **Enrollment Outreach Campaign**

Date: 10/08/2026

The Mexican American Opportunity Foundation (hereinafter alternately “MAOF”), a nonprofit organization, is seeking proposals from highly qualified Contractors with demonstrated expertise in providing enrollment outreach campaigns through a competitive bid process. Pricing shall remain firm and fixed for a period of **three (3) years**, with the option to extend it for **two (2) additional one-year periods**, subject to annual review, contractor performance, and availability of funding.

This process requires Contractors to submit a proposal that includes a complete bid for the Scope of Work (SOW) outlined in **Exhibit A**, along with **three (3)** professional references.

The closing date for **RFP 26-027** is **October 30, 2026, at 4:00PM (PST)**. All correspondence regarding this request shall be submitted in writing to Procurement@maof.org. To download this RFP, Proposers must go to the webpage: www.maof.org, under the About Section/Click Procurement to look for the RFP or at the MAOF vendor portal in PlanetBids (Here). Proposals must be received by MAOF no later than **October 30, 2026, at 4:00PM (PST)**, Electronic submissions are acceptable. All proposals must clearly reference: **“RFP No. 26-027 – Enrollment Outreach Campaign”** on the outside of the envelope.

Proposals received after the deadline will be automatically disqualified. For physical mailing address, please courier or deliver to:

Mexican American Opportunity Foundation (MAOF)
Attn: Procurement Department
401 N. Garfield Avenue
Montebello, CA 90640
T: 323-278-3600

To request this RFP bidding packet, please contact Procurement Department at Procurement@maof.org.

Respectfully,

MAOF
Procurement Department

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Introduction

The Mexican American Opportunity Foundation (MAOF) is a nonprofit, community-based organization established in 1963 to serve disadvantaged individuals and families in the Los Angeles area. MAOF is the largest Latino-oriented family services organization in the United States. It has achieved this status by providing high-quality social services and programs to those communities where the need is the greatest.

Mission Statement: To advance opportunity and education that endures across generations.

Vision:

Education

We value education as a tool for upward mobility and greater opportunity with an emphasis on early education and commitment to continuing education.

Excellence

We value high ethical standards and organizational excellence through the quality programs we offer and the dedicated professionals who provide our services.

Innovation

We value innovation as a cornerstone for growth and distinction by promoting creativity & implementing unique programs.

Advocacy

We value advocacy, based on research and knowledge, as a means of responding to community needs and ensuring opportunities for all.

Integrity

We act with honesty and accountability, modeling the principles and characteristics we strive to inspire in our community.

Partnerships

We recognize and value strong community partnerships through an engaged Board of Directors and with the support of civic and corporate leaders.

1.0 GENERAL INFORMATION

- A. **Purpose.** The purpose of this Request for Proposals (**RFP 26-027**) is to solicit proposals from qualified and responsible respondents to provide Enrollment Outreach Campaign as described in this RFP and Exhibit A (Scope of Work).

- B. **Definition.** For this RFP and the resulting Contract, the following terms shall mean:

"**Agency**" means the MAOF, the Agency, boards, and any political subdivisions making purchases and or contracting services as permitted by this RFP.

"**Contract**" means the Contract(s) entered into with the successful Respondent(s).

"**General Terms and Conditions**" means the General Terms and Conditions for Service Contract as referenced on the RFP cover page.

"**Proposal**" means the Respondent's proposal submitted in response to the **Request for Proposal (RFP)**.

"**Respondent**" means the company, organization or other business entity submitting a proposal in response to this RFP.

"**Responsible Respondent**" means a Respondent that has the capability in all material respects to perform the scope of work and specifications of the Contract. In determining whether the Respondent is a Responsible Respondent, the Agency may consider various factors, including, but not limited to the Respondent's competence and qualifications to provide the goods or services requested, the Respondent's integrity and reliability, the past performance of the Respondent, and the best interest of the Agency.

"**Responsive Proposal**" means a Proposal that complies with the material provisions of this RFP.

"**RFP**" means Request for Proposals and any attachments, exhibits, schedules, or addenda hereto.

- C. **Overview of the RFP Process,** This RFP is designed to provide Respondents with the information necessary to prepare competitive Proposals. The RFP process is for the Agency's benefit and intends to provide the Agency with competitive information to assist in the selection process. It is not intended to be comprehensive, and each Respondent is responsible for determining all factors necessary to submit a comprehensive Proposal.

The Agency intends to evaluate Proposals from all Respondents that submit timely responsive proposals and award the Contract following the evaluation and selection criteria provided in this RFP.

1.0 STATEMENT OF WORK AND ACCOMPANYING EXHIBITS

See Exhibit-A, Exhibit B, Appendix A and Appendix B, pages 17-29.

2.0 PROPOSAL REQUIREMENTS & CONTENTS

A. GENERAL REQUIREMENTS:

1. To be considered for selection, proposers must submit a complete response to this solicitation either electronic or email bid to the addresses as directed in referencing "**Enrollment Outreach Campaign, RFP 26-027**". The proposer shall make no other distribution of the proposals.
2. Proposals shall include a letter of transmitted letter signed by an authorized representative of the proposer. All information requested should be submitted. Please submit all requested information. MAOF may reject proposals that are substantially incomplete or lack key information.
3. Proposals should be prepared, as thorough and detailed as possible, providing a straightforward, concise description to satisfy the solicitation's requirements. Emphasis should be placed on completeness and clarity of content.
4. All responsive proposals are to be submitted on standard **8.5" X 11"** paper size and **12-point font** minimum type. Proposers shall respond to the items in the order they are shown in the solicitation. The responses should describe the most favorable terms and remain firm for **90 days** from the proposal opening date.
5. Price should be submitted on the attached **Cost Proposal Worksheet (Exhibit B)**, including any applicable federal, State, and local taxes. The Contractor shall provide an all-inclusive price, including labor and material for the services.
6. Ownership of all data, materials, and documentation originated and prepared for this solicitation by any proposer shall belong exclusively to MAOF.

All pages of the proposal should be numbered and should be addressed in the proposer's response in the order as outlined in section 2.0 subsection D.

Award of the Contract resulting from this RFP will be based upon the most responsive vendor whose offer will be the most advantageous to MAOF in terms of cost, functionality, qualifications, and other factors as specified elsewhere in this RFP.

MAOF may request clarification of any proposal prior to making a selection. Submission of a proposal, and any subsequent selection or notice of intent to award by MAOF, does not constitute a contract, agreement, or authorization to begin work. Any services are contingent upon the execution of a written agreement by authorized representatives of MAOF and the selected vendor, and receipt of any required funder approval, where applicable. No services shall commence, and no costs shall be incurred on behalf of MAOF, until all required approvals have been obtained and the written agreement has been fully executed.

MAOF reserves the right to:

- a. Reject any or all offers and discontinue this RFP process without obligation or liability to any potential candidate, when it is in the Agency's best interest; and
- b. Accept other than the lowest priced offer.

The proposal shall:

- a. Include the completed Bid Submittal per **Cost Proposal Worksheet** on **Exhibit-B** attached hereto. Costs must be identified as per hourly rate. The Contractor's rates shall remain firm and fixed for the term of the Contract. The Contract (hourly, daily, monthly, Unit Rate, etc.) rate after 3-year terms may be adjusted annually based on the increase or decrease in the U.S. Department of Labor, Bureau of Labor Statistics' Consumer Price Index (CPI) for the Los Angeles-Riverside-Orange County Area for the most recently published percentage change for the twelve (12) month period preceding the Contract anniversary date, which shall be the effective date for any cost of living adjustment.
- b. Provide at least **three (3)** current client references for which you have performed similar work. References should include contact name, address and telephone number.

- c. Proposals may be submitted electronically via email or by physical delivery to MAOF. Electronic submissions shall consist of one (1) complete copy of the proposal and must be submitted via email marked: **“RFP NO. 26-027, Enrollment Outreach Campaign.”** If submitting a physical proposal via courier or hand delivery, Proposers must submit **two (2) complete sets** of the proposal to the MAOF office at the address below: **PLEASE DELIVER TO:**

Mexican American Opportunity Foundation (MAOF)
Attn: Procurement Department
401 N. Garfield Avenue
Montebello, CA 90640
T: 323-278-3600
Procurement@maof.org

DEADLINE FOR SUBMISSION: All proposals are due by October 30, 2026, at 4:00PM (PST). Any bid received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be considered and evaluated, unless MAOF determines, in its sole discretion, that acceptance of the late proposal is in the best interest of MAOF and is otherwise permissible under applicable funding requirements, laws, regulations, and procurement policies.

The Firm must possess excellent verbal and written communication, interpersonal, and relationship-management skills. The Recruiter or Consultant must demonstrate the ability to establish and maintain effective working relationships with MAOF’s Board of Directors, executive leadership, senior leadership, management, staff, and other key stakeholders.

The Firm must also be experienced in working with individuals and communities representing a wide range of professional, educational, cultural, and socioeconomic backgrounds. They must demonstrate an understanding of nonprofit and community-based organizations and have the ability to effectively engage with community partners, governmental and administrative agencies, educational institutions, funding partners, and other organizations relevant to the executive search process.

- W-9
- Professional Liability Insurance
- Written statements regarding Worker's Compensation Insurance
- Vehicle Insurance
- California Driver's License

- d. To be considered responsive, a proposal must contain the following, referenced by number and in the order below:

1. A brief description of the history and organization of the bidder's firm, and of any proposed subcontractor. This description should include a history of the firm(s), number of employees and organizational structure of the firm(s).

2. Provide a brief overview of Contractor's technical experience, statement of Interest, qualifications, and background in providing teaching services for similar sized customers. Indicate the prior experience of Contractor that is relevant to this contract. Include sufficient detail to demonstrate the relevance of such experience. Proposals should evidence the Contractor's awareness of and support the unique needs of their clients.

The authorized representative shall certify that the proposal is accurate; disclose any actual, potential, or apparent organizational conflicts of interest; identify any proposed subcontractors; and certify that the proposer and applicable principals are not suspended, debarred, or otherwise excluded from participation in federally funded transactions.

3. A statement that business licenses, professional certifications or other credentials or special capabilities necessary for the performance of the services sought here are in place, together with evidence that bidder, if a corporation, is in good standing and qualified to conduct business in California.
4. Provide a concise overview of your proposed outreach campaign, analytics approach, and expected enrollment impact across all program areas. A general description of the techniques, approaches and methods to be used in completing the project.
5. A description of similar projects completed by the bidder within the past three (3) years. Describe experience administering campaigns funded by government or nonprofit programs, including controls used to segregate allowable program outreach from general advertising/public relations. Identify any adverse findings, contract terminations, or material performance issues relevant to similar work within the past three years.

6. Describe segmentation strategy and tailored messaging for:

- Early Childcare
- Early Childcare Teachers
- Early Childcare Providers
- Community Development Services
- Senior Services

7. Qualifications of key personnel, roles and responsibilities, time allocation, background and relevant experience with early childcare, community development, or senior services outreach. Please include bios (1 paragraph each) for key personnel.
8. Summary of past enrollment and recruitment campaigns.
9. References with contact information from organizations that have used bidder's services for similar projects/type of work within the last 3 years. **(Appendix B – References)** – Provide a minimum of 3 references.

10. A description of the Creative and Media Production Plan, include the timelines for concepting, production, review and launch.

Bidder must provide a detailed cost proposal **(Exhibit B – Cost Proposal Worksheet)** that clearly identifies all costs associated with the proposed services. The cost proposal shall provide sufficient detail for MAOF to evaluate the total proposed cost and determine how costs may be allocated among applicable programs and funding sources.

- At a minimum, the cost proposal shall include:
- Labor categories/job titles, hourly rates, and estimated hours;
- Fixed costs for specific deliverables;
- Media and advertising costs, identified by channel;
- Creative and production costs;
- Technology, software, or platform fees;
- Travel, lodging, and related expenses, if applicable;
- Subcontractor costs;
- Optional or additional services; and
- Any markups, commissions, administrative fees, or other charges.

The Bidder shall provide a maximum not-to-exceed (NTE) amount for all services. All anticipated costs and expenses necessary to perform the proposed services must be clearly identified in the cost proposal. Costs not identified in the proposal shall not be incurred or charged to MAOF without MAOF's prior written approval.

11. Costs that benefit more than one MAOF program or funding source must be clearly identified and allocated based on the relative benefit received or another reasonable and documented allocation methodology.
12. The Bidder shall separately identify any costs associated with general advertising, public relations, promotional items, entertainment, gifts or incentives, or other costs that may be restricted or unallowable under applicable funding requirements. Identification of such costs in the proposal does not constitute MAOF approval. Such costs shall not be incurred or charged to MAOF without prior written approval and confirmation of allowability, as applicable.
13. Invoices for services satisfactorily performed must be sufficiently itemized to identify the date, services performed, applicable labor category or deliverable, and associated charges, and must reference the applicable MAOF agreement or purchase order, as required.
14. MAOF may make an award based on the initial proposal; therefore, Bidders should submit their most favorable pricing and terms in their initial proposal. MAOF reserves the right to request clarification, conduct discussions with Bidders, request revised pricing or other proposal terms, and conduct negotiations prior to award.

Proposals which fail to address each of the submission requirements above may be deemed non-responsive and will not be further considered. Note that responses to questions must be specifically answered within the context of the submitted proposal. The MAOF's evaluation team will not refer to a designated web site, brochure, or other location for the requested information. Responses that utilize references to external materials as an answer will be considered non-responsive.

3.0 CRIMINAL BACKGROUND CHECK

If applicable, MAOF can require the awarded Contractor to provide the following for their team members assigned to each MAOF location:

- Criminal background check for each team member performing services.
- Drug screening check for each team member performing services.
- T.B. Test; and
- Child Protection Registry checks for each team member performing services.

4.0 INVOICING/BILLING

Invoice of Recruiter's timesheet will be given to the MAOF's Accounts Payable team at ap@maof.org on the first of each month. Payment for services rendered will be made 30 calendar days from date of submitting monthly accountability service summary and invoice to **MAOF Accounts Payable**.

5.0 SCHEDULE OF EVENTS

The dates provided in the procurement timetable on the RFP cover sheet below are provided for informational and planning purposes. The Agency reserves the right to change the dates. If the Agency changes any of the deadlines for Respondent submissions, the Agency will issue an addendum to the RFP.

Event	Date
RFP Release	October 8, 2026
Questions Deadline	October 21, 2026
Proposal Submission Deadline	October 30, 2026, 4:00PM (PST)
Evaluation Period	November 2 – November 6, 2026
Contract Award Notification	Upon completion of the evaluation process and approval by the MAOF Board of Directors
Contract Start Date	Upon Full Execution of the Contract and Receipt of Any Required Funder Approval where applicable.

Evaluation Criteria:

Criterion	Weight	Score (0–4)	Weighted Score
Relevant experience with enrollment/outreach campaigns (childcare, community development, senior services)	30%	___	___
Strength and clarity of analytics framework & KPI methodology	20%	___	___
Creative approach, strategy, and understanding of target audiences	20%	___	___
Team qualifications & staffing plan	10%	___	___
Cost and value	15%	___	___
References & past performance	5%	___	___
TOTAL	100%	—	___ / 4.0

6.0 INQUIRIES

Questions regarding this RFP are to be submitted to Procurement@maof.org with "RFP No. 26-027, Enrollment Outreach Campaign" in the subject line. Questions regarding this RFP will only be accepted by email or via the questions and answers module in Planetoid's.

7.0 TERMINATION

8.1 This Contract may also be cancelled in writing in the event that the project is permanently abandoned, as determined in the sole discretion of MAOF. MAOF may terminate the Contract in whole or in part whenever MAOF specifies, in its sole discretion, that such termination is in the interest of MAOF. Whenever the Contract is terminated following this paragraph, the Contractor shall be entitled to payment for actual work performed at unit contract prices for completed items of work. An equitable adjustment in the contract price for partially completed items of work will be made. Still, such adjustment shall not include provision for loss of anticipated profit on deleted or uncompleted work. Termination of this Contract by MAOF at any time during the term, whether for default or convenience, shall not constitute a breach of Contract by MAOF.

8.2 In addition, either Party may terminate the Contract if the other Party breaches any of its duties and obligations under this Contract and fails to cure such breach within thirty (30) days after receiving notice specifying the breach. MAOF reserves the right to terminate without warning in case of a critical or material breach of the Contract.

8.0 HOLD-HARMLESS AND INDEMNIFICATION

The successful Contractor shall be liable for any injury, damage, or loss occasioned by negligence or omission of the successful Contractor, its agents, or any other person the successful Contractor has designated to visit MAOF property and shall indemnify and hold harmless the Board, its officers, employees, agents, volunteers from any liability arising in the performance of this Contract. The Contractor's obligation under this section shall not extend to any.

9.0 CONFIDENTIALITY

9.1 Confidential Information. Under this Agreement, "Confidential Information" refers to any Information of a Party ("Disclosing Party") that has been disclosed to the other Party ("Receiving Party"), which is designated in writing as confidential, proprietary, or secret or under the context of its disclosure ought to reasonably be considered as confidential. Personal information includes, but is not limited to, all information concerning a Party's existing

business, business systems, business plans and information systems, trade secrets, prices, and pricing information.

- 9.2 **Use of Confidential Information.** Each Party will comply with all laws and regulations for the use, transmission, storage, disclosure, or destruction of Confidential Information. Both Parties agree to hold the other Party's Confidential Information in strict confidence. The Contractor agrees not to use Company's Confidential Information in any way except as expressly permitted by or required to achieve the purposes of this Agreement,
- 9.3 and the company agrees to use Contractor's Confidential Information solely to perform the Services. Both Parties agree to use all reasonable efforts to protect against unauthorized use or distribution of Confidential information, and the Receiving Party agrees to use at least the same degree of care to prevent disclosing to third parties the Confidential Information of the Disclosing Party as the Disclosing Party uses to protect its own Confidential Information. The Receiving Party further agrees not to disclose or permit any third-party access to the Disclosing Party's Confidential Information, except such disclosure or access will be permitted in order to perform the Services provided under this Agreement. Each Party agrees to ensure that its employees, agents, representatives, and contractors are advised of the confidential nature of the Confidential Information and are precluded from taking any action prohibited under this Agreement.

10.0 GENERAL TERMS AND CONDITIONS

1. Additions and Deletions of Service:

MAOF reserves the right to add and delete goods or services to any contract with the Contractor. Should a requirement be deleted, payment to the Contractor shall be reduced proportionally to the amount of service reduced following the bid price. Should additional services be required from the Contract, prices for such additions will be negotiated between the Contractor and MAOF.

2. Licenses:

By submitting a proposal, the proposer certifies that it has procured and shall maintain in full force all permits and state bar licenses required to conduct its business lawfully and that it shall remain informed of and in compliance with all federal and local laws, ordinances, and regulations that affect in any manner contractor's fulfillment of the Contract.

3. Anti-Kickback Provision:

This Contract is subject to the provisions of the Antikickback Enforcement Act of 1986. By agreeing to this binding Agreement, the transacting parties (1) certify that they have not paid kickbacks directly or indirectly to any employee of MAOF for the purpose of obtaining this or any other agreement, purchase order, or Contract from MAOF and (2) agree to cooperate fully with any Federal Agency investigating a possible violation of the Act.

4. Non-Collusion/Fraud:

By submitting a proposal, the proposer warrants and certifies that neither the proposer nor its employees or associates have contacted any unauthorized UPO employee, officer, or elected official regarding the contents of this solicitation or the solicitation process. Proposer further warrants and certifies that neither the proposer nor its employees or associates has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in response to this solicitation. Suppose at any given time, it is found that the proposer or its employees or associates have, in the presenting of its proposal, colluded with any other party or parties to prevent or restrict free competitive bidding. In that case, its proposal shall be immediately rejected. Any contract awarded prior to MAOF's discovery of proposer's collusion shall be terminated, and the proposer shall be liable for all damages sustained by MAOF due to the proposer's collusion.

5. Federal Funding & Cost Allowability Acknowledgment:

This procurement may be supported in whole or in part by Federal funds. The contractor acknowledges that reimbursement/payment is limited to costs and services authorized by the contract and applicable funding requirements. Proposed and invoiced costs must be necessary, reasonable, allocable, consistently treated, and adequately documented. Program outreach intended to recruit eligible project participants may be allowable; general organizational promotion, image-building, promotional items/memorabilia, entertainment, and other advertising/public-relations activities not authorized by 2 CFR § 200.421 are not allowable charges to Federal funds unless expressly permitted by the applicable award and approved in writing by MAOF.

6. Required Vendor Disclosures/ Federal Contract Acknowledgements:

- The vendor shall disclose and acknowledge the following as part of its proposal:
- Any actual or potential conflicts of interest related to the proposed services;
- All subcontractors proposed to perform work under the contract;
- That the vendor and its subcontractors are not suspended, debarred, or otherwise excluded from participation in federally funded contracts;
- Compliance with applicable lobbying certification requirements when required based on the contract amount;
- Compliance with all applicable federal, state, funding source, and MAOF contract requirements and provisions;
- Maintenance of required records and cooperation with applicable monitoring, audit, and record access requirements; and
- Acknowledgement that the final executed contract and applicable MAOF terms and conditions will govern in the event of a conflict with the vendor's proposal, marketing materials, or other vendor documentation.

7. Equal Opportunity:

The proposer agrees not to discriminate against any employee or applicant for employment on Account of any services or activities made possible by or resulting from this RFP on the grounds of actual or perceived sex, race, color, religion, national origin, age, marital status, disability, personal appearance, sexual orientation, gender identity or expression, familial status, family responsibilities, matriculation, political affiliation, genetic information, source of income, place of residence or business, veteran status or any other characteristic protected under federal or District law. Any violation of this provision shall be considered a violation of a material provision of this Agreement and shall be grounds for cancellation, termination, or suspension in whole or in part of the Agreement by MAOF, which may result in ineligibility for further MAOF contracts. At all times in the proposal and contract process, the proposer shall comply with all applicable MAOF, CA, and Federal Anti-Discrimination Laws, Rules, Regulations, and Requirements.

8. Right to Audit:

MAOF shall have the right to audit all invoices submitted by the Contractor. The organization shall have the right to audit all relevant data based on the Contractor's fees upon request.

9. Informal Communication:

From the date of receipt of this RFP by each proposer and until a binding contractual agreement exists with the awarded Contractor and all other proposers have been notified, or when MAOF rejects all proposals, informal communications regarding this procurement shall cease. There shall be no requests from proposers to any Office or Department at MAOF except contact for information, comments, etc., and they shall be emailed.

10. Formal Communication:

From the date of receipt of this RFP by each proposer and until a binding contractual agreement exists with the selected Contractor and all other proposers have been notified, or when MAOF rejects all proposals, all communication between MAOF and the proposers will be formal emails.

11. Equal Opportunity:

The proposer agrees not to discriminate against any employee or applicant for employment on Account of any services or activities made possible by or resulting from this RFP on the grounds of actual or perceived sex, race, color, religion, national origin, age, marital status, disability, personal appearance, sexual orientation, gender identity or expression, familial status, family responsibilities, matriculation, political affiliation, genetic information, source of income, place of residence or business, veteran status or any other characteristic protected under federal or District law. Any violation of this provision shall be considered a violation of a material provision of this Agreement and shall be grounds for cancellation, termination, or suspension in whole or in part of the Agreement by MAOF, which may result in ineligibility for further MAOF contracts. At all times in the proposal and contract process, the proposer shall comply with all applicable MAOF, CA, and Federal Anti-Discrimination Laws, Rules, Regulations, and Requirements.

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MAOF shall have the right to audit all invoices submitted by the Contractor. The organization shall have the right to audit all relevant data based on the Contractor's fees upon request.

13. Informal Communication:

From the date of receipt of this RFP by each proposer and until a binding contractual agreement exists with the awarded Contractor and all other proposers have been notified, or when MAOF rejects all proposals, informal communications regarding this procurement shall cease. There shall be no requests from proposers to any Office or Department at MAOF except contact for information, comments, etc., and they shall be emailed.

14. Formal Communication:

From the date of receipt of this RFP by each proposer and until a binding contractual agreement exists with the selected Contractor and all other proposers have been notified, or when MAOF rejects all proposals, all communication between MAOF and the proposers will be formal emails.

15. Costs Incurred:

The proposer's sole responsibility shall assume any costs incurred by proposers in preparing or submitting a proposal or subsequent oral presentation demonstration.

16. Minority/Women-Owned Business Enterprises:

Pursuant to Federal Acquisition Regulations and MAOF's procurement policy, MAOF may offer contracting opportunities to small and minority firms, women's business enterprises, and labor

surplus area firms to the extent possible.

17. Federal, State, and Local Taxes:

MAOF is not exempt from State and federal taxes. Such applicable taxes shall be included in quoted prices, but also if any taxes are known to be borne by the Contractor to apply, they shall be shown separately. If not shown, they shall be considered an expense of the proposer and deemed a part of the quoted prices.

18. Indemnification:

The Contractor shall indemnify, protect, defend, and hold harmless MAOF, its directors, officers, employees, and representatives from and against any claims arising from or connected with: (1) any alleged or actual breach by the Contractor or (2) any act or omission by the Contractor and only to the extent such claim arises by negligence or intentional misconduct or as may be allowed under applicable law. Monies due or to become due to the Contractor under the Contract may be retained by MAOF as necessary to satisfy any outstanding claim that MAOF may have against the Contractor.

19. Insurance:

Contractor shall, at all times, at its own expense, obtain and carry comprehensive liability insurance, including errors and omissions coverage, property damage insurance, and workers' compensation insurance in adequate amounts. The Contractor shall keep such insurance in full force for the duration and term of this Agreement. All certificates of insurance or evidence of insurance must contain a ten (10) business day written notice of any cancellation, change, or termination of coverage. The insurance required shall be obtained from the insurance company(ies) licensed to do business in the State of California and shall be kept in full force for 90 days after the last payment under the Contract.

- ✓ Workers' Compensation Insurance provides statutory limits in the State of California.
- ✓ Business Automobile Liability Insurance with a minimum of \$1,000,000 per occurrence.
- ✓ Commercial General Liability Insurance coverage with a minimum of \$1,000,000 per occurrence / \$2,000,000 aggregate limit. The Contractor shall provide immediate notice in the event there is any change of insurance or that it has reached the insurance limits due to claims made.

20. RFP Addendum:

In the event that it becomes necessary to revise this RFP, in whole or in part, an addendum will be posted on the MAOF website: <http://www.maof.org/procurement-department>.

21. Completed Proposals:

A proposer may submit no more than one (1) proposal in response to this RFP. The proposal shall be completed and signed by an individual who is authorized to bind the firm by submitting the proposal.

22. Withdrawal of Bids:

At any time prior to the hour and date set for submitting proposals, a proposer may withdraw the proposal. This will not preclude another proposal's submission before the deadline for submitting the bid. After the scheduled time and date for submitting proposals, a proposer will be permitted to withdraw the bid if the award is delayed for a period exceeding 60 days.

23. Payment Terms:

Preferred invoice payment terms will be 30 calendar days from the date of invoice. If there is a discrepancy between the order and the invoice, payment terms shall be practical starting when the discrepancy is resolved. Monies due or to become due to the Contractor under the Contract may be retained by MAOF as necessary to satisfy any outstanding claim that MAOF may have against the Contractor. At any time or times before final payment and three years thereafter, MAOF may have the Contractor's invoices or vouchers, and statement of cost audited.

24. Indemnification:

The Contractor shall indemnify, protect, defend, and hold harmless MAOF, its directors, officers, employees, and representatives from and against any claims arising from or connected with: (1) any alleged or actual breach by the Contractor or (2) any act or omission by the Contractor and only to the extent such claim arises by negligence or intentional misconduct or as may be allowed under applicable law. Monies due or to become due to the Contractor under the Contract may be retained by MAOF as necessary to satisfy any outstanding claim that MAOF may have against the Contractor.

25. Insurance:

Contractor shall, at all times, at its own expense, obtain and carry comprehensive liability insurance, including errors and omissions coverage, property damage insurance, and workers' compensation insurance in adequate amounts. The Contractor shall keep such insurance in full force for the duration and term of this Agreement. All certificates of insurance or evidence of insurance must contain a ten (10) business day written notice of any cancellation, change, or termination of coverage. The insurance required shall be obtained from the insurance company(ies) licensed to do business in the State of California and shall be kept in full force for 90 days after the last payment under the Contract.

- ✓ Workers' Compensation Insurance provides statutory limits in the State of California.
- ✓ Business Automobile Liability Insurance with a minimum of \$1,000,000 per occurrence.
- ✓ Commercial General Liability Insurance coverage with a minimum of \$1,000,000 per occurrence / \$2,000,000 aggregate limit. The Contractor shall provide immediate notice in the event there is any change of insurance or that it has reached the insurance limits due to claims made.

26. RFP Addendum:

In the event that it becomes necessary to revise this RFP, in whole or in part, an addendum will be posted on the MAOF website: <http://www.maof.org/procurement-department>.

27. Completed Proposals:

A proposer may submit no more than one (1) proposal in response to this RFP. The proposal shall be completed and signed by an individual who is authorized to bind the firm by submitting the proposal.

28. Withdrawal of Bids:

At any time prior to the hour and date set for submitting proposals, a proposer may withdraw the proposal. This will not preclude another proposal's submission before the deadline for submitting the bid. After the scheduled time and date for submitting proposals, a proposer will be permitted to withdraw the bid if the award is delayed for a period exceeding 60 days.

29. Receipt and Opening of Proposals:

Proposers are responsible for ensuring their bid is delivered to MAOF by the scheduled date and time. Only those bids received promptly, as outlined in this RFP, will be considered. Proposals received after the date and hour designated may be automatically disqualified and may not be considered; late bids will be dated, marked as received late, and placed in the bid file. Proposers must pay particular attention to ensure the proposal is properly addressed. MAOF is only responsible if the proposal reaches the destination specified by the appointed date and time.

30. Contract Award Notification:

When the evaluation process of the proposals is completed, the selected proposer will be formally notified by mail or email. Other notifications will not be honored and should not be considered as a valid offer of award.

31. By submitting a proposal:

The proposer represents that:

- a. The proposer has read and understands the RFP and submits the response in accordance therewith.
- b. The proposer possesses the capabilities, equipment, and professional personnel necessary to provide an efficient and successful service as required by MAOF.
- c. The proposer has all the required licenses and insurance during the duration of the contract terms.
- d. The proposer is advised to become familiar with all conditions, instructions, and specifications of this RFP. By submitting a proposal, proposer represents and warrants that it has thoroughly examined and is familiar with work required under this RFP, that proposer has conducted such additional investigation as it deems necessary and convenient, that proposer can provide the services requested by the MAOF in a manner that meets the MAOF's objectives and specifications as outlined in this RFP, and that proposer has reviewed and inspected all materials submitted in response to this RFP. Once the consultant has been selected, a failure to read the conditions, instructions, and specifications herein shall not be cause to alter the Contract or for proposer to request additional compensation.

32. Other claims:

No claim will be allowed for additional compensation or time for completion based on a lack of knowledge or lack of understanding of any part of the RFP.

33. Suspension and Debarment:

The Contractor certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in federally funded transactions by any federal department or agency. The Contractor shall comply with all applicable requirements of 2 C.F.R. Part 180 and 2 C.F.R. Part 3000. The Contractor further agrees to verify that all subcontractors are not debarred or suspended from federal participation and shall notify the District immediately if its status changes during the term of this Agreement.

34. Conflict of Interest and Disclosure

Proposers must disclose any actual, potential, or perceived conflict of interest that may arise in connection with this solicitation or the performance of services for MAOF.

This disclosure must include any current or prior personal, professional, business, financial, employment, consulting, or other relationship between the Proposer, its owners, officers, employees, consultants, subcontractors, or proposed project personnel and any MAOF employee, member of executive or senior leadership, officer, or member of the Board of Directors that could reasonably be perceived as influencing, or having the potential to influence, the procurement, evaluation, selection, negotiation, or administration of any resulting contract.

Proposers must disclose such relationships in their proposal and provide sufficient information for MAOF to evaluate the nature and extent of the potential conflict. The existence of a disclosed relationship will not necessarily disqualify a Proposer; MAOF will determine whether the relationship presents a conflict and whether appropriate safeguards or mitigation measures are necessary.

If a conflict or reportable relationship arises or becomes known after proposal submission or during the term of any resulting agreement, the Proposer must promptly disclose it in writing to MAOF.

Failure to disclose a known actual, potential, or perceived conflict of interest may result in disqualification of the proposal, withdrawal of an award, termination of the resulting agreement, or other action deemed appropriate by MAOF, subject to applicable laws, regulations, funding requirements, and MAOF policies.

11.0 SERVICE LOCATION(S)

**MAOF Headquarters
401 N Garfield
Montebello, CA 90640**

EXHIBIT-A
STATEMENT OF WORK (SOW)
Enrollment Outreach Campaign, RFP No. 26-027

1. Project Overview and Purpose

The Mexican American Opportunity Foundation (MAOF) seeks a qualified Contractor to develop, implement, manage, monitor, and evaluate a comprehensive **Enrollment Outreach Campaign** designed to increase awareness of MAOF programs, generate qualified leads, and support enrollment, recruitment, and participation across designated MAOF program areas.

The campaign will support outreach efforts for the following:

- Early Childcare;
- Early Childcare Teachers;
- Early Childcare Providers;
- Community Development Services; and
- Senior Services.

The Contractor shall develop an integrated outreach strategy that recognizes the different target populations, geographic and service areas, eligibility requirements, enrollment objectives, and funding sources associated with each MAOF program.

Outreach activities shall be designed to support specific program enrollment and recruitment objectives and shall be distinguishable from general organizational advertising, public relations, or image-building activities.

2. Discovery and Campaign Planning

The Contractor shall conduct an initial discovery and planning process in coordination with designated MAOF staff.

At a minimum, the Contractor shall:

- Conduct a project kickoff meeting with MAOF;
- Review relevant program information, enrollment data, existing outreach materials, and other information provided by MAOF;
- Identify enrollment and recruitment priorities by program;
- Confirm target populations and applicable geographic/service areas;
- Identify enrollment barriers, outreach opportunities, and relevant community considerations;
- Review existing enrollment baselines and available historical outreach data;
- Establish campaign objectives and measurable performance indicators;
- Identify applicable program and funding considerations that may affect campaign activities or expenditures; and
- Develop a detailed campaign work plan and implementation schedule.

3. Audience Segmentation and Messaging

The Contractor shall develop an audience segmentation strategy and tailored messaging for each applicable program area, including:

- Early Childcare;
- Early Childcare Teachers;
- Early Childcare Providers;
- Community Development Services; and
- Senior Services.

For each audience segment, the Contractor shall identify, at a minimum:

- Target population;
- Geographic/service area;
- Outreach objective;
- Key message(s);
- Recommended outreach channels;
- Call-to-action; and
- MAOF program(s) benefiting from the outreach.

Messaging shall be culturally and linguistically appropriate for the intended audience and consistent with MAOF-approved program information, eligibility requirements, branding, and communication standards.

4. Outreach and Media Strategy

The Contractor shall develop and implement a comprehensive outreach and media strategy utilizing the channels most appropriate for each target population.

For each proposed outreach or media channel, the Contractor shall identify:

- Target audience;
- Geographic/service area;
- Campaign objective;
- Estimated reach;
- Campaign duration;
- Proposed media spend;
- Call-to-action;
- Lead and enrollment attribution methodology; and
- Specific MAOF program(s) benefiting from the expenditure.

Outreach may include, as approved by MAOF, digital advertising, social media, search advertising, print, direct outreach, community-based outreach, grassroots engagement, and other appropriate channels.

The Contractor shall not initiate media placements or incur advertising expenditures without MAOF's prior approval.

5. Creative Development and Production

The Contractor shall develop the creative concepts, messaging, and materials necessary to implement the approved campaign.

Services shall include, as applicable:

- Campaign concepts and messaging;
- Digital advertisements;
- Social media assets;
- Print and outreach materials;
- Recruitment materials;
- Creative production specifications;
- Campaign landing-page or digital-content recommendations;
- Language and translation planning;
- Translated materials when required by MAOF; and
- Accessible formats, as applicable.

The Contractor shall establish appropriate review and approval points for creative development and production.

All materials must be submitted to MAOF for review and written approval prior to publication, placement, printing, distribution, or other public use.

The Contractor shall provide MAOF with final approved digital and print materials, translated materials where applicable, and all agreed-upon editable/source files. Appropriate ownership, licensing, permissions, and usage rights for final materials shall be provided to MAOF as specified in the resulting agreement.

6. Community Engagement and Grassroots Outreach

The Contractor shall develop a community engagement strategy to supplement the campaign's media and advertising activities, where appropriate.

The strategy shall identify potential:

- Community partners;
- Community-based organizations;
- Trusted messengers;
- Grassroots networks;
- Community events and outreach opportunities; and
- Other channels capable of reaching eligible participants.

Community engagement activities shall be coordinated with MAOF and aligned with applicable program requirements and approved campaign objectives.

7. Campaign Implementation and Management

Following MAOF approval of the campaign strategy and materials, the Contractor shall manage campaign implementation.

Responsibilities shall include:

- Launching approved campaign activities;
- Coordinating approved media placements;
- Managing campaign schedules;
- Monitoring approved media expenditures;
- Tracking performance by channel, audience, and program;
- Managing campaign communications and deliverables;

- Monitoring lead generation and conversion activity;
- Identifying underperforming campaign components;
- Recommending adjustments and optimization strategies;
- Implementing MAOF-approved adjustments; and
- Maintaining documentation supporting campaign activities and expenditures.

Material changes to the approved strategy, media allocation, campaign budget, messaging, or deliverables shall require MAOF's prior approval.

8. Analytics, Measurement and KPI Framework

The Contractor shall establish and maintain a measurement framework for evaluating campaign performance and enrollment outcomes.

At a minimum, the framework shall:

- Define each Key Performance Indicator (KPI);
- Identify the applicable data source for each KPI;
- Track impressions, reach, engagement, inquiries, leads, applications, enrollments, and other applicable conversions;
- Clearly distinguish inquiries and leads from verified applications and enrollments;
- Establish source-level tracking;
- Establish an attribution methodology and attribution window;
- Identify how duplicate, invalid, or unverifiable leads will be treated;
- Establish appropriate data-quality controls;
- Track campaign performance by program and outreach channel; and
- Provide raw or exportable campaign data to MAOF upon request.

Where applicable, the Contractor shall establish baseline enrollment information and track campaign performance and progress toward MAOF's established enrollment targets, including progress toward **90% enrollment** where identified by MAOF as the applicable program objective.

9. Monitoring and Optimization

The Contractor shall continuously monitor campaign performance and use available data to identify opportunities for improvement.

The Contractor shall:

- Monitor performance by audience, program, geographic/service area, and channel;
- Identify underperforming campaign components;
- Evaluate cost effectiveness and conversion performance;
- Recommend adjustments to messaging, targeting, media allocation, or outreach methods;
- Obtain MAOF approval for material changes, as required; and
- Document significant optimization actions and resulting performance changes.

Optimization activities shall remain within the approved scope, budget, and applicable funding requirements unless otherwise approved by MAOF in writing.

10. Reporting Requirements

The Contractor shall provide regular written reports and/or dashboards in a format and frequency approved by MAOF.

Reporting shall include, as applicable:

- Campaign activities completed;
- Media expenditures by channel and program;
- Impressions and reach;
- Engagement;
- Leads and inquiries;
- Applications;
- Verified enrollments or other conversions;
- Cost-per-lead and other applicable efficiency measures;
- Performance by audience segment;
- Performance by geographic/service area;
- Progress toward established enrollment objectives;
- Optimization activities;
- Issues, risks, or barriers; and
- Recommended next steps.

The Contractor shall also provide a **Final Outcomes Report** summarizing overall campaign activities, expenditures, performance, outcomes, lessons learned, and recommendations.

11. Data Management, Privacy and Security

The Contractor shall implement appropriate safeguards for all MAOF, participant, applicant, campaign, and other data accessed, received, maintained, or collected in connection with the services.

The Contractor shall, as applicable:

- Identify the data elements to be collected;
- Limit collection and use of data to authorized campaign purposes;
- Obtain consent where required;
- Maintain appropriate administrative, technical, and physical safeguards;
- Utilize appropriate encryption and access controls;
- Restrict access to authorized personnel and approved subcontractors;
- Maintain appropriate data-quality controls;
- Promptly notify MAOF of unauthorized access, disclosure, loss, or security incidents;
- Comply with applicable data-retention and deletion requirements;
- Prohibit the sale or unauthorized secondary use of MAOF data; and
- Return or securely destroy MAOF data upon completion or termination of the agreement, as directed by MAOF.

12. Cost Allocation and Funding Compliance

Because campaign activities may benefit multiple MAOF programs and funding sources, the Contractor shall maintain sufficient documentation to identify the program(s) benefiting from each applicable campaign activity and expenditure.

Costs benefiting more than one program or funding source shall be identified and supported by a reasonable and documented allocation methodology based on the relative benefit received or another methodology approved by MAOF.

The Contractor shall separately identify expenditures associated with general advertising, public relations, promotional items, entertainment, gifts or incentives, or other activities that may be restricted or unallowable under applicable funding requirements.

Such costs shall not be incurred or charged to MAOF without MAOF's prior written approval and confirmation of allowability, where applicable.

The Contractor shall cooperate with MAOF in providing documentation reasonably necessary to support cost allocation, funding compliance, monitoring, and audit requirements.

13. Project Management and MAOF Approvals

The Contractor shall designate a primary project manager responsible for coordinating all services with MAOF.

The Contractor shall:

- Participate in project kickoff and status meetings;
- Maintain regular communication with designated MAOF representatives;
- Provide timely notice of issues that may affect scope, schedule, budget, or campaign performance;
- Obtain required MAOF approvals before proceeding with activities requiring approval;
- Coordinate the activities of approved subcontractors; and
- Maintain an updated project schedule throughout the engagement.

MAOF shall have final approval over campaign messaging, creative materials, media placements, material changes to campaign strategy, and other deliverables identified as requiring MAOF approval.

14. Project Timeline

The Contractor shall develop a detailed project timeline identifying key activities, deliverables, responsible parties, MAOF review and approval points, and anticipated completion dates.

At a minimum, the timeline shall address:

Project Kickoff → Discovery and Planning → Audience Segmentation → Campaign Strategy → Creative Development → MAOF Review and Approval → Production → Campaign Launch → Monitoring and Optimization → Reporting → Project Closeout

15. Required Deliverables

At a minimum, the Contractor shall provide the following deliverables, as applicable to the approved campaign:

- Campaign strategy and work plan;
- Audience segmentation and messaging plan;
- Outreach and media plan;
- Community engagement strategy;
- Creative concepts;
- Final approved digital and print campaign materials;
- Translation plan and translated materials, when required;
- Media placement plan and schedule;

- Campaign budget/media-spend plan;
- KPI and measurement framework;
- Source-level tracking methodology;

- Campaign dashboards and/or periodic performance reports;
- Exportable campaign data, upon request;
- Campaign optimization recommendations and documentation;
- Final Outcomes Report;
- Final inventory of campaign materials;
- Editable/source files for agreed-upon deliverables; and
- Documentation of applicable ownership, licensing, permissions, or usage rights.

16. Project Closeout

At the conclusion of the engagement, the Contractor shall complete all outstanding deliverables and provide MAOF with final campaign materials, reports, data, source files, and other agreed-upon work products.

The Contractor shall participate in a final closeout meeting with MAOF to review campaign results, outcomes, lessons learned, and recommendations for future enrollment outreach efforts.

All final deliverables shall be subject to MAOF review and acceptance.

EXHIBIT B
COST PROPOSAL WORKSHEET

Enrollment Outreach Campaign, RFP NO. 26-027
(Must be completed and returned to MAOF)

The Bidder shall complete all applicable sections of this Cost Proposal Worksheet. All costs necessary to perform the proposed Scope of Work must be identified. Attach additional supporting detail where necessary; however, the totals provided in this Exhibit shall represent the Bidder's official cost proposal.

A. COST PROPOSAL SUMMARY

COST CATEGORY	PROPOSED COST
Labor / Professional Services	\$ _____
Creative & Production	\$ _____
Media & Advertising	\$ _____
Technology / Software / Platform Fees	\$ _____
Travel / Lodging / Related Expenses	\$ _____
Subcontractor Costs	\$ _____
Other Costs / Fees	\$ _____
TOTAL BASE PROPOSAL	\$ _____
Optional / Additional Services*	\$ _____
MAXIMUM NOT-TO-EXCEED (NTE) AMOUNT	\$ _____

*Optional services shall not be included in the Base Proposal unless specifically identified by MAOF as part of the awarded Scope of Work.

B. LABOR / PROFESSIONAL SERVICES

Identify all labor categories or personnel anticipated to perform services.

LABOR CATEGORY / JOB TITLE	HOURLY RATE	ESTIMATED HOURS	TOTAL COST
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
TOTAL LABOR			\$ _____

If any services are proposed on a fixed-fee rather than hourly basis, identify those costs in Section C.

C. FIXED-COST DELIVERABLES / CREATIVE & PRODUCTION

DELIVERABLE / SERVICE	DESCRIPTION	FIXED COST
Campaign Strategy / Planning	_____	\$ _____
Audience Segmentation / Messaging	_____	\$ _____
Creative Concept Development	_____	\$ _____
Digital Creative Production	_____	\$ _____

DELIVERABLE / SERVICE	DESCRIPTION	FIXED COST
Print / Outreach Materials	_____	\$ _____
Translation / Language Services	_____	\$ _____
Analytics / Reporting / Dashboard	_____	\$ _____
Final Outcomes Report / Closeout	_____	\$ _____
Other: _____	_____	\$ _____
TOTAL FIXED / CREATIVE & PRODUCTION COSTS		\$ _____

D. MEDIA & ADVERTISING COSTS BY CHANNEL

Media costs must be separately identified from agency fees, commissions, markups, or other administrative charges.

MEDIA / OUTREACH CHANNEL	PROGRAM / TARGET AUDIENCE	ESTIMATED MEDIA SPEND	MARKUP / COMMISSION, IF ANY	TOTAL
Social Media	_____	\$ _____	\$ _____	\$ _____
Search / Digital Advertising	_____	\$ _____	\$ _____	\$ _____
Display / Digital Media	_____	\$ _____	\$ _____	\$ _____
Print	_____	\$ _____	\$ _____	\$ _____
Community / Grassroots Outreach	_____	\$ _____	\$ _____	\$ _____
Other: _____	_____	\$ _____	\$ _____	\$ _____
TOTAL MEDIA & ADVERTISING		\$ _____	\$ _____	\$ _____

E. TECHNOLOGY, TRAVEL, SUBCONTRACTORS & OTHER COSTS

COST CATEGORY	DESCRIPTION / BASIS OF COST	PROPOSED COST
Technology / Software / Platform Fees	_____	\$ _____
Travel / Lodging	_____	\$ _____
Subcontractor(s)	_____	\$ _____
Administrative Fees	_____	\$ _____
Other: _____	_____	\$ _____
TOTAL		\$ _____

F. PROGRAM / FUNDING ALLOCATION

For costs benefiting more than one MAOF program or funding source, identify the anticipated allocation. Percentages should total 100% for shared campaign costs.

MAOF PROGRAM / FUNDING SOURCE % ALLOCATION ESTIMATED COST

Early Childcare	_____ %	\$ _____
Early Childcare Teacher Recruitment	_____ %	\$ _____
Early Childcare Provider Recruitment	_____ %	\$ _____
Community Development Services	_____ %	\$ _____
Senior Services	_____ %	\$ _____
Other: _____	_____ %	\$ _____
TOTAL	100%	\$ _____

Allocation Methodology:

Briefly describe the methodology used to allocate shared costs based on the relative benefit received or another reasonable and documented allocation methodology:

G. RESTRICTED OR POTENTIALLY UNALLOWABLE COSTS

Separately identify any proposed costs associated with the following. Identification of a cost does not constitute MAOF approval.

COST TYPE	PROPOSED?	DESCRIPTION	COST
General Advertising / Organizational Promotion	☐ Yes ☐ No	_____	\$_____
Public Relations / Image-Building	☐ Yes ☐ No	_____	\$_____
Promotional Items / Memorabilia	☐ Yes ☐ No	_____	\$_____
Entertainment	☐ Yes ☐ No	_____	\$_____
Gifts / Incentives	☐ Yes ☐ No	_____	\$_____
Other Potentially Restricted Cost	☐ Yes ☐ No	_____	\$_____

Such costs shall not be incurred or charged to MAOF without MAOF's prior written approval and confirmation of allowability, as applicable.

H. OPTIONAL / ADDITIONAL SERVICES

OPTIONAL SERVICE	DESCRIPTION	COST
_____	_____	\$_____
_____	_____	\$_____
_____	_____	\$_____

Optional or additional services shall not be performed or invoiced without MAOF's prior written authorization.

I. FINAL COST CERTIFICATION

	AMOUNT
Total Base Proposal	\$_____
Maximum Not-to-Exceed (NTE) Amount	\$_____

The undersigned certifies that the costs identified in this Cost Proposal Worksheet represent the Bidder's complete proposed pricing for the Scope of Work. All anticipated labor, services, expenses, fees, commissions, markups, and other charges have been disclosed.

Costs not identified in the proposal shall not be incurred or charged to MAOF without MAOF's prior written approval. The Bidder acknowledges that proposed costs remain subject to MAOF review, applicable funding requirements, and the terms of the final executed agreement.

Firm Name: _____
Authorized Representative: _____
Title: _____
Signature: _____
Date: _____

APPENDIX – A
VENDOR IDENTIFICATION

Enrollment Outreach Campaign, RFP NO. 26-027
(Must be completed and returned to MAOF)

Firm/Individual's Name:			
Doing Business As (DBA):			
Company Federal ID# or Social Security No.:			
Address:			
Remit To Address:			
Telephone:			
Fax:			
Email:			
Web address:			
Primary Contact Person:			
Person responsible for response (if different):			
Print Name	Title	Authorized Signature	Date

APPENDIX – B

REFERENCES

Enrollment Outreach Campaign, RFP NO. 26-2027

(Must be completed and returned to MAOF)

Provide a minimum of **three (3) references** from organizations for which the Proposer has performed comparable enrollment, recruitment, outreach, marketing, or community engagement services within the past three (3) years. Preference should be given to engagements involving nonprofit, government-funded, early childcare, community development, senior services, or other human services programs.

REFERENCE 1

REQUEST	PROPOSER RESPONSE
Client Organization	_____
Contact Name & Title	_____
Email / Phone	_____
Type of Organization / Program	_____
Year(s) Services Provided	_____
Campaign / Project Description	_____
Target Population(s)	_____
Services / Outreach Channels Provided	_____
Campaign Results / Measurable Outcomes	_____
Comparable to MAOF – Brief Explanation	_____

REFERENCE 2

REQUEST	PROPOSER RESPONSE
Client Organization	_____
Contact Name & Title	_____
Email / Phone	_____
Type of Organization / Program	_____
Year(s) Services Provided	_____
Campaign / Project Description	_____
Target Population(s)	_____
Services / Outreach Channels Provided	_____
Campaign Results / Measurable Outcomes	_____
Comparable to MAOF – Brief Explanation	_____

REFERENCE 3

REQUEST	PROPOSER RESPONSE
Client Organization	_____
Contact Name & Title	_____
Email / Phone	_____
Type of Organization / Program	_____
Year(s) Services Provided	_____
Campaign / Project Description	_____
Target Population(s)	_____
Services / Outreach Channels Provided	_____
Campaign Results / Measurable Outcomes	_____
Comparable to MAOF – Brief Explanation	_____

Additional References (Optional): Proposers may provide up to two (2) additional references using the same format.

MAOF reserves the right to contact any reference provided and to verify information regarding the Proposer's past performance, quality of services, timeliness, responsiveness, campaign outcomes, and overall performance.