

Request for Qualifications (RFQ) | Due January 21, 2026
Minnesota Values Campaign Development & Management

A group of Minnesota foundations are working together on a concept for a statewide culture change campaign to inspire and equip Minnesotans to unite across differences through shared values. More about our vision for the campaign can be found in our [campaign concept PDF](#).

We are in the early stages but want to move quickly. We believe we are in a moment of opportunity (and need) to invite and support Minnesotans to think and act differently.

Section 1: Our coalition seeks to contract with a team to:

1. Develop a plan for a statewide culture and narrative change campaign consistent in spirit and purpose with the concept overview
2. Create messages and collateral that resonate with and inspire Minnesotans across backgrounds, ideologies and political beliefs/affiliations
3. Build and manage a broad coalition of partners, across sectors, geographies, cultural communities and more
4. Create a website and toolkit designed to help individuals and organizations take action with resources to help
5. Provide project management for a multi-year campaign consisting of engagement, training, messaging, narrative
6. Stretch a campaign budget through creative strategies and enlisting hundreds of organizations and individuals (across sectors) to use their own influence and channels

Section 2: Qualifications of the ideal contract team:

- A. Experience with designing and operating PR campaigns that inspire action
- B. Belief that Minnesota can and should be a place that works well for everyone, where all Minnesotans belong
- C. A campaign team with people of a variety of backgrounds, including people with different political affiliations and from different parts of the state
- D. Effective at message development and testing across political difference
- E. Excellent intercultural competence, with the ability to engage and communicate across cultural differences
- F. Skilled at training and developing teams of paid and unpaid leaders to power a campaign

- G. Ability to develop accessible and inspirational tools and resources for use across sectors
- H. Ability to develop a plan and approach that are truly statewide, authentically engaging Minnesotans from every region of our state
- I. Effective communications, storytelling, and multimedia abilities with a track record of producing multi-form content that cuts through the noise, engages people, and inspires action.
- J. Strong research-based campaign experience and ability to conduct deep listening and bring insights forward to shape a strategic and effective campaign that achieves outcomes.

Section 3: Key assumptions

What do we mean when we say team?

We know there are many talented facilitators, project managers, public affairs firms, and various businesses/nonprofits that provide campaign and coalition services. We imagine that the desired qualifications to deliver on the campaign concept may not exist within one person or entity, and we are open to collaborative proposals from teams composed of multiple individuals or organizations.

Budget

The overall campaign budget is to-be-determined. We imagine co-creating a compelling plan with the contracted team that we can use to engage other funders. At this point, you can assume at least \$2 million for the overall effort, inclusive of your fees. It is likely there could also be additional funding for complementary grantmaking to support aligned efforts by organizations around the state.

Section 4: How to Submit Qualifications for Consideration

Please express your interest and an explanation of why you think you would be a good fit no later than 12:00 p.m. Central time, Wednesday, January 21, 2026 to alfonso.wenker@spmcf.org We ask that submissions are sent as a PDF and not exceed five pages.

Please include:

1. **Overview of your team**, who will lead the engagement, the roles you will each play
2. **A description of your style, approach or methodology** to campaign plan development and implementation (please speak to both the PR/messaging and engagement/leader development aspects)

3. Your **team’s expertise and qualifications** based on the lists in Sections 1 and 2 above
4. Description of **2-3 of your team’s example projects** similar to the campaign we hope to develop (if you are assembling a new team it is okay to share examples that various individuals/orgs on the team have contributed to independent of one another)

Section 5: Selection Process

December 19, 2025	RFQ Released Questions and submissions can be sent to alfonso.wenker@spmcf.org
January 14, 2026	Office Hours/Q&A Alfonso Wenker will be available on zoom for 15-20 minute “office hours” with teams that have questions, please reach out to cassandra.macedo@spmcf.org to request a meeting. We do not expect all interested teams to participate in office hours. Participating in office hours will not increase your chance of moving forward.
January 21, 2026	RFQ Submissions Due Please submit no later than 12:00 p.m. Central via email to alfonso.wenker@spmcf.org with your submission attached as a PDF
January 23, 2026	RFQ Review Team Meeting We anticipate selecting 3-5 teams to interview Update to all submissions
January 30, 2026	3-5 Team Interviews
February 2, 2026	Decisions communicated to teams that interviewed
February 2 - 6, 2026	Contracting
Mid-February, 2026	Contract Begins