

# Request for Proposals (RFPs) Promotion Guide

Health Equity and Grants Workgroup: Strategic RFP Outreach Sub-Workgroup

## What is the Project?

- Request for Proposals (RFPs) Promotion Guide
- New tool for grant managers and staff with grant management duties
- Guide offers recommendations and resources to assist in promoting RFPs to:
  - All potential grant applicants in Minnesota (MN)
  - All MN communities, including communities experiencing inequities
- Guide in final review process before being published on the Minnesota Department of Health (MDH) Grants Central



### Request for Proposals Promotion Guide

**Contents**

Request for Proposal Promotion Guide	1
Contents	1
Purpose	1
About the Equity and Grants Work Group	1
Feedback	1
Promoting RFPs	1
RFP Outreach and Health Equity	2
Setting the Word Out	2
Publishing RFP Docs and Dockets	4
Resources	4
State Councils and Contacts for RFP Promotion	4
Additional Listservs and Networks	5
Additional Resources	5

#### Purpose

The purpose of the Request for Proposal (RFP) Promotion Guide is to assist the Minnesota Department of Health (MDH) grant managers (GAs) and MDH staff with grant management duties in publicizing request for proposals to reach all potential grant applicants in Minnesota. This resource offers recommendations and resources to use as a guide in promoting RFPs to all Minnesota communities including communities experiencing inequities and encouraging them to apply for funding opportunities to eliminate health disparities.

#### About the Equity and Grants Work Group

The Equity and Grants Work Group at MDH was created to provide leadership and direction for ensuring MDH's grant making and management practices, processes and policies advance health equity. The Equity and Grants Work Group provides feedback and recommendations to the MDH Grant Management Coordinators in the Agency Project Planning Office, who are responsible for adoption, implementation and agency-wide communication of new tools, policies, processes and practices.

#### Feedback

If you use some of the examples below or create your own examples, please share your experience with the MDH Grant Coordinators so that we can contribute to organizational learning on this topic. Email your comments, suggestions and lessons learned to [grantmanagers@state.mn.us](mailto:grantmanagers@state.mn.us). The MDH Grant Coordinators will compile feedback and share comments with the Equity and Grants Work Group.

## Lessons Learned

- Clear direction, objectives, and desired end product should be identified by leadership or decision makers prior to work being started.
- Be realistic about the time commitment for completing health equity projects.
- Identify a reasonable timeline and division of work at the beginning of a project.
- Support from both direct supervisors and leadership is essential.

## Next Steps

- Finalize the guide with any last feedback, and ensure the guide is accessible and user-friendly.
- Make the guide available on MDH Grants Central, and publicize through the intranet and emails.
- Determine a plan for who will evaluate the usage, usefulness, & impact of the guide, and how those measures will be collected.
- Make future edits based on usage and impact as needed.

## Why is this Important?

- Resources will be provided to grant managers for promoting RFPs broadly to communities experiencing inequities and the organizations that serve them.
- Grant opportunity announcements will be more fair, inclusive, and overall promote a more equitable grant process.
- The likelihood of having a more diverse pool of grant applicants/grantees in the future will be increased.
- Funding, technical assistance, and partnerships provided by MDH grants will better serve all Minnesotans.
- Grant managers will be more strategic about how to do outreach and RFPs promotion, especially in identifying who their primary audiences are and how they are most likely to gain information.

## Who was Involved?



Picture of Health Equity and Grants Workgroup (Used with Permission)

Created by:

- Health Equity and Grants Workgroup: Strategic RFP Outreach Sub-Workgroup
  - Members: Mimi Mohamud, Katie Haugen, Sara Hollie, Geoffrey Mbinda, Mohamed Hassan

Feedback and Review provided by:

- Equity and Grants Workgroup Members
- MDH representatives from Refugee & Internal Health Unit, Center for Health Equity, Public Health Practice, Grant Managers, other areas of MDH