



## AREA AGENCIES ON AGING ASSOCIATION OF MICHIGAN

October 19, 2021

### Request for Proposal for Government Relations Services

Area Agencies on Aging Association of Michigan

The Area Agencies on Aging Association of Michigan (4AM) is seeking government relations assistance beginning January 1, 2021. 4AM is a trade association representing 16 Area Agencies on Aging (AAA) which provide a comprehensive range of services and supports to older adults and persons with disabilities in all 83 Michigan counties. Aging network services are financed by the federal Older Americans Act and the State of Michigan Older Michigianians Act. AAA are also agents for the Medicaid MI Choice Waiver program.

Please provide information about your firm and your approach to governmental relations assistance in the following areas.

- Bipartisan relationships.
- Access to Governor, executive office, and departments of state government.
- Products and strategies for effective communication with clients.
- What is the process/strategy for planning to address the top issues identified by 4AM?
- How you track and inform clients of legislation of interest?
- Process for assigning firm members to individual clients.
- Availability to attend client board, committee meetings, monthly Michigan Senior Advocates Council meetings, and other events.
- Strategy for having an impact on the appropriations process.

- How will you assist 4AM in improving our grass roots advocacy?
- How will you assist with management of campaign finance compliance and lobby registration reporting?
- Estimated monthly retainer fee amount.

Please provide any additional information about your firm and your interest in and ability to represent 4AM. Thank you.

**Please reply to this RFP by letter or email not later than 11/15/2021 to**

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