



USHCC Request for Proposal (RFP): Lobbying Services

About the United States Hispanic Chamber of Commerce (USHCC)

The United States Hispanic Chamber of Commerce (USHCC) headquartered in Washington D.C., representing a diverse national network of members is soliciting proposals for lobbying, advocacy, technical/media writing, and government reputation management support. The USHCC actively promotes the economic growth, development, and interests of more than 4.7 million Hispanic-owned businesses, that combined, contribute over \$800 billion to the American economy every year. It advocates on behalf of its network of more than 260 local chambers and business associations nationwide, and partners with more than 200 major American corporations.

Mission: Build an ecosystem to accelerate Hispanic business growth and prosperity.

Vision: Be the leading voice to advance Hispanic business potential to drive our American economy.

We aim to evolve our mission guided by our “Three C’s”:

1. **Capital** – Expanding equitable access to **capital** through traditional and innovative partnerships,
2. **Capacity** – Building **capacity** through programming, training, and new grant investments, and
3. **Connections** – Establishing **connections** through matchmaking, procurement, and advocacy.

Scope of Services

The USHCC seeks to work with a dynamic lobby/firm who would work directly with the USHCC executive team to help advance the USHCC’s policy priorities on behalf of Hispanic and minority-owned businesses located throughout the United States and Puerto Rico.

Desired services include but are not limited to the following:

- Assist the USHCC in the implementation of our USHCC policy priorities, including our [USHCC Policy Platform](#);
- Build relationships and arrange meetings with key stakeholders in the U.S. Congress and the Administration to advance our policy agenda;
- Develop and execute strategies to build the USHCC’s influence, reputation, and relationships with a wide array of bipartisan policymakers;
- Provide materials to support the USHCC advocacy and communication strategy, including, but not limited to: press releases, media statements, op-ed pieces, talking points, correspondence, policy briefs, and congressional testimonies.
- Advise the USHCC’s board led Government Affairs Committee and staff on policy positions the USHCC should consider to help strengthen and support Hispanic-owned businesses,
- Monitor and report on legislative proposals, state and national political trends, and Congressional Committee activity that may impact the USHCC’s priority issues;
- Attend and report on congressional committee hearings, help prepare testimony, and



develop policy positions and public statements that are representative of the USHCC and its members.

Proposal Requirements

All submitted proposals should include the following:

- A statement of interest including a description of the firm, previous lobbying work pertaining to Hispanic and/or minority-owned businesses, and attributes which uniquely position your firm to support the evolving mission of the USHCC;
- A list of names, titles, and description of individuals who will be working with the USHCC and their areas of responsibility;
- A list of issues areas or policy priorities of expertise, including prior advocacy work, please highlight and expand on those that directly correlate with USHCC's policy platform;
- List any prior experience working with Chambers of Commerce or other business organizations, if applicable;
- List any prior experience working with national or international Latino or minority organizations, if applicable;
- A capabilities statement and list of specific services your team proposes to offer with specific pricing for each service; and
- Identify a payment schedule and total proposed fee structure for services rendered.

Submission and Deadline

Please submit proposals or any questions regarding this RFP to C. LeRoy Cavazos-Reyna, Vice President of Government and International Affairs via email at LCavazos@ushcc.com.

- **Deadline:** Thursday, June 3, 2021 by 5:00 PM ET
- **Format:** Electric submission only via email as a PDF Document