



Dear [Agency Contact],

I am inviting your agency to submit a proposal for an exciting opportunity with The Arc of Massachusetts. We are launching a comprehensive workforce recruitment marketing campaign to address Massachusetts's critical shortage of Direct Support Professionals (DSPs). A \$1.635 million federal grant funds this initiative and is pivotal in ensuring that individuals with intellectual and developmental disabilities (IDD) receive the essential support they need to live fulfilling lives within their communities.

Our goal is to have this campaign live by March 2025, which necessitates a strong sense of urgency in both the planning and execution stages. We are seeking partners who are ready to hit the ground running and who can collaborate effectively in a cross-functional environment that may involve multiple agencies working in tandem.

You may bid on the entire project or choose to focus on specific areas where your agency excels. We encourage you to consider partnerships with other agencies to deliver the most comprehensive solution possible. Given the critical nature of this campaign, we have a tight timeline for proposal submissions, with a due date of September 25, 2024. We aim for a swift decision-making process and will notify finalists by October 4, 2024, with work expected to begin the week of October 15, 2024. Project engagement will start in November 2024 and end in July 2025.

Key Dates

- **Agency questions due:** On or before September 13, 2024. (We will only accept written questions via email to welsh@arcmass.org.)
- **Proposals due:** On or before September 25, 2024.
- **The Arc reviews proposals:** Week of September 30, 2024.
- **Presentation finalists notified:** On Friday, October 4, 2024.
- **Finalist presentations to The Arc team:** October 15, 2024.
- **Decision notification to finalists:** On or before Tuesday, October 22, 2024.
- **Contracting and onboarding:** October 23 - November 1, 2024.

Proposal Submission

We request two versions of your proposal by September 25, 2024:

1. **Email Submission:** Please email the entire proposal as a PDF to Amanda Welsh at Welsh@arcmass.org by September 25, 2024. This version should exclude any references to costs or expenses.
2. **FedEx/Mail Submission:** Send the second version via FedEx or mail, addressed to Amanda Welsh at The Arc of Massachusetts, 217 South St., Waltham, MA 02453. This

version should include the full proposal along with the total anticipated costs. All sealed proposals will be opened after the deadline of September 26, 2024.

Important Submission Guidelines

As the federal government funds this project, all agencies must adhere strictly to the submission guidelines outlined above. Compliance with these requirements ensures a fair and transparent selection process and aligns with federal regulations. Failure to follow the guidelines may result in disqualification. We appreciate your attention to detail and look forward to reviewing your proposals.

Compliance Requirements – Suspension and Debarment

If your agency cannot participate in this project due to suspension, debarment, or other restrictions, please let us know as soon as possible. Federal regulations prohibit us from working with suspended or debarred agencies, particularly for contracts that are expected to equal or exceed \$25,000 or involve certain other conditions. This applies to all agreements, including grants or cooperative agreements. We must ensure compliance with these rules to maintain the integrity of the selection process.

If your agency does not intend to submit a proposal, please let us know as a courtesy. We greatly appreciate your time and consideration in this matter.

Please find the detailed RFP attached for your review. We look forward to partnering with your agency on this exciting and impactful initiative.

We are grateful for your attention to this urgent and vital project.

Sincerely,
Amanda Welsh
Marketing Director
The Arc of Massachusetts
welsh@arcmass.org