Pennsylvania Chapter

INCORPORATED IN PENNSYLVANIA

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®

Request for Proposals
Contract Lobbying Services

Issuing Organization:	**PA Chapter, American Academy of Pediatrics**
RFP Title:	**Contract Lobbying Services**
Issue Date:	**June 29, 2026**
Proposal Due Date:	**August 1, 2026, by 5:00 pm**
Contract Term:	**January 1, 2027 – December 31, 2029 (with option to renew)**
Primary Contact:	**Annette Myarick, Executive Director, amyarick@paaap.org**
Submission Method:	**Electronic submission via email to the primary contact**

Mission

The Pennsylvania Chapter, American Academy of Pediatrics (PA AAP) believes in the potential of all children and considers children our most enduring and valuable legacy. PA AAP is a 501(c)(3) nonprofit organization of nearly 2,300 pediatricians dedicated to promoting the equitable health and well-being of all Pennsylvania children. As experts in pediatric healthcare, we are committed to fostering collaboration among pediatricians, families, and community partners through programs of education, support, and advocacy. PA AAP has a 40 plus year history of successfully collaborating with public-private partnerships, federal and state government, and foundations.

Relationship to the National American Academy of Pediatrics (AAP)

The PA AAP is affiliated with the national AAP but is separately incorporated in Pennsylvania and is a separate 501-c-3 not-for-profit organization. We support the national AAP agenda for children and work on children's initiatives that are specific to Pennsylvania. The PA AAP Blueprint for Children outlines our advocacy priorities and can be found on our website, https://www.paaap.org/blueprint-for-children.html.

Organizational Structure

The PA AAP is governed by a 17-member Board of Directors, which is staffed by the Chapter's executive director. The board is comprised of four officers who serve as the executive committee, 6 representatives representing different geographical regions in the state, 2 early career and 2 subspecialty physician representatives, the chair of the Governance Committee and 2 resident representatives. Our committee structure includes an Advocacy Committee that meets monthly with representatives from across the Commonwealth.

There are currently 22 employees of the organization, 1 of whom is dedicated to advocacy initiatives which are also supported by the executive director and manager of operations and member services.

Scope of Work

The PA AAP seeks proposals for contract lobbying services to support advancing its legislative agenda through comprehensive lobbying and legislative advocacy services. The scope of work includes, but is not limited to:

Internal Communications

- Lobbyist shall engage in a monthly check-in at a minimum and maintain a close working relationship with PA AAP's Executive Director, Manager, Operations and Member Services, and Advocacy Coordinator.
- Lobbyist shall engage in a monthly check-in at a minimum and maintain a close working relationship with PA AAP's Executive Director, Manager, Operations and Member Services, Advocacy Coordinator, and the PA AAP Advocacy Co Chairs. When appropriate, the PA-AAP President and the Chair(s) of the organization's Advocacy Committee shall also be copied on correspondence.
- When appropriate, the PA-AAP President and the Chair(s) of the organization's Advocacy Committee shall also be copied on correspondence.
- Timely responses to communications as possible, within 3 business days.
- Lobbyist shall provide analyses of legislation and regulations impacting PA AAP members and patients upon request, as well as provide strategic advice on the political and policy landscape as it affects children's health and pediatric practice.
- Lobbyist shall provide and/or support the creation of agenda items for monthly Advocacy Committee meetings via monthly prep meeting with PA AAP Executive Director, Manager, Operations and Member Services, Advocacy Coordinator, and PA AAP Advocacy Committee co-chairs (as able), provide availability for consultations as needed, and provide early alerts for issues that require immediate attention and/or member engagement following actions by the legislative, judicial, or executive branches of the Commonwealth of Pennsylvania.
- Lobbyist shall send agenda items and materials to the PA AAP Executive Director, Manager, Operations and Member Services, and Advocacy Coordinator prior to monthly prep meetings, highlighting items that require immediate action.
- Lobbyist shall provide ongoing assistance, information, and advice to PA-AAP's Advocacy Coordinator to enhance and support advocacy communications.
- Lobbyist shall attend monthly PA AAP Advocacy Committee meetings.

- Lobbyist shall attend the spring and fall PA AAP Board Meetings and provide a written activity report/legislative update for all Board meetings (5 meetings per year, with the report provided at least one week in advance of each meeting date).

Legislative Advocacy

- Monitor, analyze and report on legislation before the PA General Assembly affecting the PA AAP's priorities on children's health, pediatric care delivery, child welfare, and the pediatric primary care physician workforce.
- Support Annual State-Wide Advocacy Day including the selection of priorities for meetings, review of collaterals, secure members of the General Assembly to participate during event press conference, training support and participation on-site on event day.
- Advise and support grassroots and grass tops advocacy strategies including engagement of PA AAP members across legislative districts.
- Provide updates on election outcomes, leadership transitions, and budget dynamics that may impact the PA AAP's legislative priorities.
- Lobbyist shall establish a public presence for PA AAP by ensuring that the members of the General Assembly, the judiciary, and the Governor's Administration are aware of the organization's concerns and interests.
- Lobbyist shall meet with Chairs and staff of key House and Senate Committees on an ongoing basis to ensure that PA AAP's concerns are heard and addressed, with written summaries provided after such meetings.
- Lobbyist shall collaborate with PA AAP to identify legislative members who can be "champions" of important legislation and provide support for PA AAP members identified from those districts to foster relationship building.
- Lobbyist shall secure sponsors for bills, codes, resolutions, amendment and/or any other legislation or regulation as necessary to accomplish PA AAP's legislative goals.
- Lobbyist shall establish relationships for PA AAP with key Administration officials, caucus leadership, (e.g., the Kids' Caucus, the PA Legislative Black Caucus, etc.), and other relevant public or official organizations with an interest in children's and youth's health care.
- Lobbyist shall identify and recommend opportunities for PA AAP involvement with Administration offices that are responsible for children's health care and health insurance reform initiatives.
- Lobbyist shall maintain regular contact with the PA houses of medicine (including the PA Medical Society, PA Osteopathic Medical Association, PA Academy of Family Practitioners, PA American College of Physicians, etc.) and other state-wide provider coalitions such as the Hospital and Healthsystem Association of PA's Provider Advocacy Coalition on legislative and regulatory issues.

- Lobbyist shall monitor meetings of legislative committees and executive branch agencies for PA AAP membership issues of interest and, where applicable, assist in preparation of testimony to support PA AAP policies.
- Lobbyist shall provide guidance and support for PA AAP's participation in state-wide coalitions related to children's health and welfare and/or practice issues.

Administrative Services

- Schedule meetings for PA AAP Advocates participating in Advocacy Day with members of the General Assembly and key leadership.
- Register as lobbyists and ensure that PA AAP complies with all applicable laws. Lobbyist shall provide a conflict-of-interest disclosure to PA AAP as requested.
- Lobbyist shall submit monthly invoice, including all taxable services, with retainer, monthly expenses related to direct lobbying on behalf of PA AAP, and activity report to coincide with monthly expenses to the PA AAP Advocacy Coordinator with carbon copies sent to the Executive Director and Manager, Operations and Member Services.
- Lobbyist shall provide a written activity report to the PA AAP Executive Director, Manager, Operations and Member Services, and Advocacy Coordinator to send to PA AAP Board members for Board meetings.
- Lobbyist shall fulfill state requirements for reporting lobbying expenses for PA AAP on a quarterly basis.
- Lobbyist shall maintain a regulatory and legislative tracking system and provision of an early-warning system for issues impacting pediatric practice with weekly updates shared with PA AAP Executive Director, Manager, Operations and Member Services, and Advocacy Coordinator.

Proposal Requirements

Proposals must be submitted electronically in PDF format and shall include the following components:

Firm/Individual Qualifications

- Overview of the firm or individual, including years in operation and primary areas of practice.
- Description of experience representing healthcare associations, children's advocacy organizations, physician groups, or similar clients before the Pennsylvania General Assembly and executive branch agencies.
- Demonstration of familiarity with children's health policy, Medicaid/CHIP, and the children's advocacy landscape in Pennsylvania.
- List of current and recent clients in the healthcare, child welfare, or education sectors, with disclosure of any actual or potential conflicts of interest with the PA AAP, its members, or children's health priorities.

- Resumes or professional biographies for all personnel proposed to be assigned to this engagement, including identification of the lead lobbyist.

References

- Three (3) professional references from current or recent clients, including organization name, contact name, title, phone number, and email address. References from healthcare associations, children's advocacy organizations, or pediatric institutions are strongly preferred.

Proposed Approach

- Description of the proposed approach to representing the PA AAP's interests, with specific attention to the unique aspects of advocating for children — a population that is not itself a voting constituency — in the legislative process.
- Identification of the lead lobbyist(s) and supporting personnel, including their specific experience with child health or healthcare issues.
- Description of reporting procedures, communication protocols, and how the firm will engage with the PA AAP's staff team, Advocacy Committee, and Board of Directors.
- Proposed strategies for advancing the PA AAP's identified priority areas, including any experience with relevant coalitions currently active in Harrisburg.

Fee Proposal

- A detailed fee proposal, including monthly retainer, hourly rates for out-of-scope work, and anticipated reimbursable expenses.
- The fee proposal must be submitted as a separate PDF attachment clearly labeled "Fee Proposal – [Firm Name]."
- Proposals should address the initial contract term and indicate the anticipated fee structure for any renewal periods.

Disclosure & Compliance

- Confirmation that the proposer is, or will be, duly registered as a lobbyist with the Commonwealth of Pennsylvania's Lobbying Disclosure Registration site prior to commencement of services.
- Disclosure of any actual or potential conflicts of interest with the PA AAP, its members, children's hospitals, or other children's health stakeholders.
- Confirmation of compliance with all applicable lobbying disclosure laws and ethics requirements under the Pennsylvania Lobbying Disclosure Act.

Evaluation Criteria

Proposals will be evaluated by the PA AAP staff team, Executive Committee and Co-Chairs of the Advocacy Committee based on the following weighted criteria:

Evaluation Criterion	Weight
Relevant experience representing pediatric, children's health, or medical and/or healthcare associations in Pennsylvania	30%
Depth and breadth of bipartisan relationships with legislative and executive branch stakeholders relevant to children's health and Medicaid/CHIP	25%
Proposed approach, knowledge of the children's health policy landscape, and quality of staffing plan	20%
Competitiveness and transparency of fee structure relative to scope of services	15%
Quality of professional references and demonstrated record of results for similar clients	10%

Selection Process

The PA AAP may request oral presentations or interviews with finalist firms/individuals following initial review of written proposals. PA AAP may negotiate with one or more firms prior to making a final selection and reserves the right to reject any or all proposals, waive informalities, and select the proposal deemed most advantageous to the organization and to the pediatricians, children and families it represents. PA AAP is not obligated to select the lowest-cost proposal.

Questions

All questions regarding this RFP must be submitted in writing via email to the primary contact listed on page 1 by July 24, 2026. Substantive questions and answers will be posted to the PA AAP website for view by any prospective proposers. No verbal responses will be binding.

Submission Instructions

Complete proposals must be received electronically no later than 5:00 PM on August 1, 2026. Late submissions will not be considered. Submit all materials to the email address of the primary contact noted on page 1. Use the subject line: "RFP Response – Lobbying Services – [Firm Name]." The main proposal and the fee proposal should be submitted as separate, clearly labeled PDF attachments.

Terms & Conditions

This RFP does not constitute a commitment by the PA AAP to award a contract or to pay any costs incurred in preparing a proposal.

All costs incurred in preparing and submitting a proposal are the sole responsibility of the proposer.

PA AAP reserves the right to amend or withdraw this RFP at any time without obligation.

Proposals and supporting materials become the property of the PA AAP and will be held in confidence to the extent permitted by applicable law.

Any contract resulting from this RFP will include provisions for termination with [60/90] days' written notice by either party.

The selected firm must maintain professional liability (errors and omissions) insurance in amounts satisfactory to the PA AAP throughout the engagement.

The selected firm must always comply with the Pennsylvania Lobbying Disclosure Act and all applicable ethics laws and laws and promptly notify the PA AAP of any compliance issues or conflicts of interest that arise during the engagement.

The PA Chapter, American Academy of Pediatrics is committed to finding a partner that shares our passion for improving the health and well-being of Pennsylvania's children and supporting the pediatricians who take care of them.

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