Texas Lobbying and Government Relations Consultant Services
Request for Proposals

Background & Overview

The National WIC Association (NWA) is seeking a Texas-based government relations and lobbying firm (consultant) to protect WIC access by using their political will and engaging with Texas' political leaders. The consultant will collaborate with NWA and a Texas state partner (to be identified) to deliver high-quality deliverables that align with the guidelines and objectives provided.

The selected consultant will:

- Monitor, identify, and analyze legislation, amendments, budget provisions, and other state policy proposals that could directly or indirectly affect WIC eligibility, access, administration, or participation, particularly for immigrant and mixed-status families.
- Provide NWA and [Texas state partner] with timely legislative intelligence, strategic counsel, and recommendations regarding potential threats during the 2027 Texas legislative session.
- Represent NWA before relevant Texas policymakers and legislative offices and support targeted advocacy intended to prevent or mitigate policies that could negatively affect access to WIC for eligible families.
- Support rapid-response advocacy when priority legislation or amendments emerge, including policymaker outreach, legislative strategy, and coordination with NWA staff and Texas partners.

NWA and [Texas state partner] Overview

NWA is the nonprofit voice of WIC, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). WIC is a government program that provides nutrition education, breastfeeding support, referrals to health care and social services, and nutritious foods for qualifying parents, pregnant people, and young children. Through our work, we support more than 12,000 WIC agencies and the 6.8 million mothers, babies, and young children enrolled in the program. NWA provides education and support to WIC staff and drives program innovation and advocacy.

Project

Project Background

WIC is facing new and serious threats in the form of emerging state legislative proposals that would restrict access to WIC for immigrant families. In 2026, NWA tracked approximately a dozen state bills that would have impacted WIC eligibility. NWA partnered with state and

national advocates to defeat these bills. As anti-immigrant rhetoric and policy efforts continue, we are anticipating threats in 2027 and want to prepare for the biannual Texas legislative session. Thus, we are seeking a lobbying firm to assist with mitigating harm in Texas.

Project Overview

The successful proposer will, in accordance with the highest legal, ethical, and professional standards, provide lobbying services to NWA and [TX state partner] concerning matters before the governor and the legislature that affect the mission and goals of NWA and [TX state partner].

Project Scope of Work

The scope of work will begin from late November 2026 through May 31, 2026. This list is intended as a general guide and is not to be a complete list of all work necessary to provide the requested services. The successful proposer shall have a demonstrated knowledge and expertise to serve the unique needs of NWA and [Texas state partner]. Lobbying services include, but are not limited to, the following:

1. **Pre-Session Assessment: November 2026 - January 2027**
    a. Monitor prefiled legislation and emerging legislative priorities that may affect WIC participants or program administration, with a specific focus on program access and eligibility for immigrant families.
    b. Identify relevant legislative leaders, committee members, bill authors, legislative staff, state agencies, and other key decision-makers.
    c. Identify potential legislative champions, stakeholders, and coalition partners with whom NWA and [Texas state partner] may coordinate.
2. **Legislative Monitoring, Intelligence, and Strategic Counsel: January - May 2027**
    a. Monitor legislation, amendments, committee activity, hearings, budget provisions, and other developments that could affect WIC eligibility, participation, access, or administration.
    b. Pay particular attention to legislation affecting immigration status, eligibility for state or federal public benefits, verification requirements, data sharing, and other policies that could directly or indirectly affect WIC families or WIC staff.
    c. Provide rapid notification to NWA of high-priority legislative developments, including relevant political intelligence that may be available through public legislative tracking.
    d. Recommend legislative and advocacy strategies based on changes in bill language, committee assignments, legislative leadership priorities, stakeholder positions, and other developments.
    e. Participate in weekly strategy calls with NWA and [Texas state partner] staff during the legislative session, with increased frequency when urgent legislative activity warrants.

3. **Government Relations and Targeted Advocacy: January 2027 - May 2027**
    a. Represent NWA and [Texas state partner] before relevant members of the Texas governor's office, legislature, and staff, consistent with NWA's approved policy positions and strategy.
    b. Assistance with securing meetings with key policymakers and staff regarding priority legislation affecting WIC.
    c. Advise NWA and [Texas state partner] on the timing, audience, and messaging for legislative communications, testimony, letters, fact sheets, coalition outreach, and other advocacy activities.
    d. Support NWA and [Texas state partner]'s response to committee hearings, amendments, substitute bills, floor activity, and other time-sensitive legislative developments.
    e. Provide strategic support for efforts to prevent WIC from being included in broader legislation restricting access to public benefits or otherwise mitigate provisions that could negatively affect eligible WIC families or WIC staff.
4. **Reporting and Closeout - May 2027**
    a. A final end-of-session memorandum summarizing priority legislation, advocacy activities undertaken, outcomes, remaining risks, relevant implementation considerations, and recommendations for NWA and [Texas state partner]'s future engagement in Texas.

Budget Range & Timeline

The consultant services will commence in **late November 2026** and conclude on **May 31, 2027.**

The total compensation is not to exceed $40,000.

Proposal Requirements

Proposals must be submitted in PDF format by **5:00 PM ET on Sunday, October 25, 2026,** and should not exceed **5-7 pages, excluding resumes**. Proposals and questions should be submitted to Ali Hard and Adu Ogbagiorgis at ahard@nwica.org and aogbagiorgis@nwica.org. The proposal must include:

Statement of Interest and Introduction

The statement of interest should briefly summarize the consultant's qualifications, Texas government relations experience, availability, and capacity for the proposed work. If a proposal is submitted on behalf of a firm, please include the individual consultant(s) that will be assigned to the category of services and the anticipated percentage of the engagement that will be handled by senior versus junior staff.

General Qualifications

Provide a copy of the resume(s) and professional credential(s) for the consultant(s) and other personnel who will be responsible for, and assigned to work on, the project. Clearly identify the consultant(s) in charge, who will lead and perform key elements of the work, and the roles or services provided by each.

Proposal

Describe relevant experience and qualifications in Texas government relations, state legislative advocacy, public benefits, health and human services, maternal and child health, nutrition, immigration-related policy, and/or nonprofit advocacy. List projects or work similar to the services described that qualify the consultant to provide these services for NWA and [Texas state partner].

Please be sure to include the following information:

- Project team and resumes.
- Description of the firm's relationships and experiences with relevant Texas legislative committees, legislative offices, and state policymakers.
- Proposed approach to legislative monitoring, political intelligence, policymaker engagement, coalition coordination, and rapid response.
- Examples of experience managing sensitive or high-priority legislation during a Texas legislative session.
- Proposed timeline and approach for the November 2026 - May 2027 engagement.
- Proposed fee structure and total anticipated cost.
- Disclosure of current clients or relationships that could create an actual or potential conflict of interest to WIC, public benefits, immigration policy, or the proposed scope of work.

Equity, Diversity, Inclusion, and Belonging (EDIB Framework)

The consultant will need to ensure an EDIB framework throughout the proposal and future deliverables. WIC serves families from a wide range of backgrounds and communities, and NWA's advocacy seeks to ensure that eligible families can access the program without unnecessary barriers.

Timeline

The consultant services will commence **in late November 2026** and conclude on **May 31, 2027.** Please provide a proposed timeline for completing the project's deliverables.

Budget

The total budget is not to exceed $40,000. List all projected costs associated with the project. Budgets should be broken down into easy-to-understand sections that list your proposed

services, benefits, and deliverables. If you plan to subcontract any work, please describe that as well. Your quoted price should be all-inclusive.

Selection Criteria & Process

Successful proposals will show relevant experience and qualifications and adherence to the set budget.

NWA and [Texas state partner] seek a firm that will function as a strategic extension of NWA and [Texas state partner]'s government affairs team in Texas, proactively identifying developments, recommending strategies, and engaging policymakers while maintaining close coordination with NWA staff.

This request for proposals was released on October 9, 2026**.** Those interested in applying can request a 30-minute meeting with NWA to ask questions about our organization, the WIC program, and this project. NWA will accept questions between **October 9, 2026, and October 20, 2026.**

Applications are due by 5:00 pm ET on Sunday, October 25, 2026. Proposals submitted after the deadline will be rejected. NWA will review all submitted proposals that fulfill the requirements. From that pool, we will select up to three final candidates to present their proposals to NWA in a video call. All applicants will be contacted about this decision on **Friday, October 30, 2026.** These presentations will take place from **Thursday, November 5, 2026, to Wednesday, November 11, 2026**. A final candidate will be chosen by **Monday, November 16, 2026**. Applicants will be notified that same day.

Upon selection, NWA will negotiate contract terms, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

Timeline

- **RFP Available:** Friday, October 9, 2026
- **Question period:** Friday, October 9, 2026 - Tuesday, October 20, 2026
- **Proposals due:** Sunday, October 25, 2026 by 5:00 PM ET. An electronic copy of the proposal shall be emailed to Ali Hard and Adu Ogbagiorgis at ahard@nwica.org and aogbagiorgis@nwica.org.
- **Proposal Review Period:** Monday, October 26, 2026 - Thursday, October 29, 2026
- **Final Candidates Chosen:** Friday, October 30, 2026
- **Final Presentations:** Thursday, November 5, 2026 - Wednesday, November 11, 2026
- **Final Decision:** Monday, November 16, 2026