



Request for Proposals (RFP) by March 12, 2026

Project Title: NAPAWF State of AAPI Women+ Annual Survey

- 1. Organizational Context & Research Vision:** The National Asian Pacific American Women's Forum (NAPAWF) is a leading progressive advocacy organization for **AAPI women and gender-expansive people** in the U.S. As we approach our 30th anniversary, we are launching the **State of AAPI Women+ Annual Survey** to serve as a definitive evidence base for our advocacy. This project is the cornerstone of our **Impact Measurement Framework**, providing the **population-level data** necessary to support quantifying our 5-year **Social Return on Investment (SROI)** across our core justice and power-building goals. This research is designed as an **active decision-support system** rather than a static reporting exercise. Findings will directly shape NAPAWF's strategic execution by validating which programs are generating the most effective on-the-ground traction, allowing leadership to optimize resources and streamline investments. By bridging the gap between community insight and organizational action, this survey ensures our campaigns remain tactically precise and our future direction is grounded in the lived experiences of the people we serve.
- 2. Primary Research Objectives:** The survey is designed to establish and track population-level indicators across NAPAWF's three strategic pillars:
 - **POWER:** Quantify annual shifts in community agency, potential for civic and digital mobilization, and AAPI communities' ability to influence decision-making.
 - **VISIBILITY:** Measure justice-centered narrative resonance, community awareness of systemic protections, and AAPI lived experience visibility.
 - **POLICIES:** Identify community-defined priorities to inform evidence-based federal/state advocacy, ensuring policy change is rooted in community needs.
- 3. Modular Research Architecture:** To balance multi-year technical consistency with annual campaign flexibility, the survey follows a modular structure:
 - **Anchor Impact Module (Fixed):** Core module (approx. 25% of the instrument) that remains identical across annual waves to track **longitudinal population-level trends** in AAPI power building, narrative visibility, and policy impact. *Strategic Action: provides the empirical basis for investment optimization, identifying which programs to scale or streamline based on validated impact.*
 - **Campaign-Aligned Messaging Module (Fluid):** Adaptive sections designed to test message resonance and assess community attitudes across policy and narrative environments, focusing on NAPAWF's core campaigns (primarily reproductive justice and immigrant health access). *Strategic Action: informs campaign pivots and content creation, ensuring our work maintains a resonant voice.*



- **Community Insight Module (Exploratory):** Module designed to capture unrestricted community sentiment on the “state of AAPI women+” and their emerging needs. This data will serve as an essential baseline for NAPAWF’s expanding capacity to address emerging socio-economic priorities, especially at intersections of economic security, caregiving, and health access. *Strategic Action: ensures organizational accountability by allowing emerging community needs to meaningfully inform NAPAWF’s forward-looking roadmap.*

4. Sample Size & Methodology: The study should utilize a repeated cross-sectional trend design (fresh representative sample annually):

- **Sample Size:** NAPAWF mandates a minimum sample of n=1,000. However, the **strategic target for this study is n=1,200** AAPI women and gender-expansive individuals.
- **Disaggregation:** Proposers must describe a strategy for sufficient representation across major ethnic subgroups for disaggregated analysis.
- **Language Access:** The survey must be fielded in multiple AAPI languages.

5. Technical Deliverables

- **SROI-Ready Dataset:** Weighted raw data with persistent variable identifiers to support year-over-year benchmarking, and cross-wave comparison tables showing statistically significant shifts in core longitudinal trend indicators.
- **Annual "State of AAPI Women+" Report:** A narrative analysis of key findings to inform impact reports, board updates, funder communications, and public-facing advocacy.
- **Strategic Briefs:** Two technical memos summarizing key findings and evidence-based recommendations for current campaign and narrative planning.

6. Timeline Expectations

- March 12 – RFP deadline and begin review period
- April 3 – Vendor selected and contract finalized
- June 1 – Survey planning and design completed
- July 30 – Recruitment and survey implementation completed
- August 30 – Data analysis and vendor report completed
- September 15 – NAPAWF public release (30th Anniversary month)

7. Budget & Investment Guidance: NAPAWF seeks a base Scope of Work (inclusive of the (n=1,200) target and language/disaggregation requirements) in the range of \$70,000 to \$85,000. Proposers are encouraged to itemize optional enhancements as separate line items. The total project budget for all selected phases, inclusive of all fees and overhead, is capped at \$100,000. Proposals exceeding this maximum will not be considered.



8. **Evaluation Criteria:** Proposals will be evaluated based on the following criteria:
 - **Methodological Rigor:** Quality of the repeated cross-sectional design and the ability to establish a Year 1 baseline that supports year-over-year benchmarking.
 - **Cultural Sensitivity & Messaging Alignment:** Proven track record in disaggregated AAPI data collection and the ability to test narrative resonance within NAPAWF's core justice pillars (reproductive justice, economic justice, immigrant justice, and racial justice).
 - **Participant Recruitment Strategy:** Feasibility of the plan to reach the target across major ethnic subgroups and languages.
 - **Experience & Team Qualifications:** Demonstrated success in similar national studies and the ability to produce "SROI-ready" strategic analysis.
 - **Budget & Timeline Feasibility:** Clarity of itemized costs and ability to meet the September 15th release deadline.

9. **Submissions:** Please submit proposals by March 12, 2026, to proposals@napawf.org