



NFWF

REQUEST FOR QUOTATIONS

Development and Implementation of a Communications Strategy

DEADLINE: February 28, 2017

OVERVIEW

The National Fish & Wildlife Foundation (NFWF) invites communication and/or marketing firms or other related professionals to submit work quotations to develop a communications strategy and provide media relations and communications support for Southern Regional Office funding partnerships and grant programs within this region.

BACKGROUND

NFWF manages a variety of grant programs within the southern United States. Over time, the funding levels, projects, scope, reach and audience of these programs have grown significantly. The need for effective communications, media, and marketing strategies has grown as well, and we are seeking to learn how professional communications consultants, companies, and/or individuals may be able to assist NFWF in fulfilling its mission.

KEY AUDIENCES

- Primary - Decision Makers:
 - Active funders: Federal, corporate, and private foundations
 - Potential funders: Federal, corporate, and private foundations
 - Potential conservation project partners (e.g., state agencies, Federal agencies (in addition to those partnering with NFWF as program funders))
- Secondary:
 - Grant program applicants
 - Communities of Interest / Communities of Place

SCOPE OF WORK

The selected party will develop the following products for partnerships and programs under NFWF's Southern Regional Office (SRO). Programs and partnerships of interest currently within this Region include the Forestland Stewards Initiative, Cumberland Plateau Stewardship Fund, Longleaf Stewardship Fund and Gulf Coast Conservation Grants Program..

The following activities and deliverables should be addressed in the work quotation, but are subject to adjustment based on recommendations provided through the communications strategy.

- 1) Communications Strategy
 - Develop a comprehensive communications strategy for the Southern Regional Office and associated programs and partnerships, with an initial emphasis on increasing media coverage,

promotion, and branding of the Forestland Stewards Initiative partnership between NFWF and International Paper in particular.

- The strategy should identify NFWF and partner communications objectives, including the message(s), key constituents, targeted audience, and medium(s) (press releases, conference speaking, interviews, video, social media, awards, etc.).
- The communications strategy is expected to be drafted within 30 days of executing a contract with NFWF, and finalized within 60 days.

2) Media Outreach and Placement Strategies

- In consultation with NFWF's SRO and communications staff, manage national, regional, and local media outreach and follow-up to secure placement of stories with appropriate media outlets.
 - i. Secure a feature article in at least one national publication and two regional publications (and purchase reprint rights).
 - ii. Secure articles in at least four local media outlets highlighting grant awards through the Forestland Stewards Initiative partnership and other partnerships as needed.
- Secure one speaking spot at a national conference (ex. GreenBiz, Sustainable Brands, etc.).
- Increase media interest in and coverage of program events and activities (measured by web traffic).
 - i. Coordinate and execute press conferences and media tours as needed, no more than two annually.
 - ii. Promote placement on external program and partner websites, blogs etc.
 - iii. Explore, and pursue as needed, recognition opportunities (such as awards) for the Forestland Stewards Initiative partnership.
 - iv. Facilitate purchase of coverage on sites such as Treehugger.com and provide guidance on suggested content.
- Provide timely and comprehensive reporting on media outreach outcomes.

3) Develop Communications Content

- Develop some combination of at least six project highlight pieces, grantee interviews, and/or video vignette spots.
- Assist with development of three press releases for grant awards, forums, grant completions, success stories, and other newsworthy developments.
- Assistance as needed with Annual Reports and other NFWF external communication efforts, such as developing content for social media platforms (Facebook, Twitter, Instagram, etc.).
- General guidance on message strategies.

The period of performance will be one year from the date of the award to the selected Contractor with an option to extend for an additional one year, to be exercised at NFWF's discretion. This list outlines the general scope of work to be addressed under this RFQ; however, it is subject to change in response to additional similar task orders as needed from NFWF, funders, and other program partners.

SUBMISSION REQUIREMENTS

Offerors should submit quotations electronically to NFWF (Jon Scott, jonathan.scott@nfwf.org) as Word documents or PDF attachments and include the Offeror's legal name, Federal Tax Identification Number, Data Universal Numbering System (DUNS) number, and a primary point of contact. Quotations must address the following criteria:

- 1) **Understanding of the Scope of Work.** The quotation must demonstrate a thorough understanding of developing and implementing communications strategies for both programs and grants.
- 2) **Technical Approach.** The proposed technical approach for fulfilling the scope of work must demonstrate familiarity and proficiency in media relations and communications support.
- 3) **Qualifications of Proposed Personnel.** The quotation should describe relevant professional experience in the following areas: (a) fostering local, regional and national media relations; (b) developing and distributing message content; (c) communicating with staff and grantees that may and/or may not be familiar with the world of public relations. Include resumes and/or vitae of key staff and their role in your proposed work area.
- 4) **Contractor's Past Performance.** The quotation should include information on past performance related to the technical expertise you will be offering. List three clients who have received services from your organization that is similar in nature to the proposed work; include names, postal and email addresses, and telephone numbers.
- 5) **Cost Proposal.** The cost proposal should be cost effective and reflect the minimum necessary to adequately achieve the stated scope of work. Offerors must use the budget template that can be downloaded [here](#).

Applicants should submit questions regarding this RFQ via e-mail to Jon Scott (jonathan.scott@nfwf.org). In order to provide equitable responses, all questions must be received by NFWF no later than February 16, 2017. NFWF will respond to all Offerors, posting responses on NFWF's [webpage](#), at the same time and with the same answer on February 22, 2017.

SPECIAL TERMS AND CONDITIONS

1. Conflicts of Interest

Offerors must notify NFWF in writing of any apparent or actual conflicts of interest, including organizational conflicts of interest, that are known at the time of this proposal or that may arise during the life of this award, in the event an award is made. Conflicts of interest include any relationship or matter which might place the Contractor, the Contractor's employees, or the Contractor's subcontractors in a position of conflict, real or apparent, between their responsibilities under the award and any other outside interests, or otherwise. Conflicts of interest may also include, but are not limited to, direct or indirect financial interests, close personal relationships, positions of trust in outside organizations, consideration of future employment arrangements with a different organization, or decision-making affecting the award that would cause a reasonable person with knowledge of the relevant facts to question the impartiality of the Offeror, the offeror's employees, or the offeror's future subcontractors in the matter. Upon receipt of such a notice, the NFWF Contracting Officer will determine if a conflict of interest exists and, if so, if there are any possible actions to be taken by the Offeror to reduce or resolve the conflict. Failure to resolve conflicts of interest in a manner that satisfies NFWF may result in the proposal not being selected for award. Any such notice shall be included with the Evidence of Financial Stability submission.

2. Additional Responsibility Matters

By submitting a Proposal in response to this solicitation, the Offeror warrants and represents that it is eligible for award of a Contract resulting from this solicitation and that it is not subject to any of the below circumstances:

- Has any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to a Contract with the authority responsible for collecting the tax liability, where the awarding agency is aware of the unpaid tax liability, unless the agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interests of the Government; or
- Was convicted (or had an officer or agent of such corporation acting on behalf of the corporation convicted) of a felony criminal violation under any Federal or State law within the preceding 24 months, where the awarding agency is aware of the conviction, unless the agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interests of the Government; or
- Is listed on the General Services Administration's, government-wide System for Award Management Exclusions (SAM Exclusions), in accordance with the OMB guidelines at 2 C.F.R Part 180 that implement E.O.s 12549 (3 C.F.R., 1986 Comp., p. 189) and 12689 (3 C.F.R., 1989 Comp., p. 235), "Debarment and Suspension," or intends to enter into any subaward, contract or other Contract using funds provided by NFWF with any party listed on the SAM Exclusions in accordance with Executive Orders 12549 and 12689. The SAM Exclusions can be found at <https://www.sam.gov/portal/public/SAM/>.

REQUESTING ORGANIZATION: National Fish and Wildlife Foundation (NFWF), 1133 15th Street NW, Suite 1100, Washington, DC 20005

CONTACT: Jon Scott, 202-595-2609; jonathan.scott@nfwf.org