



REQUEST FOR QUOTATIONS December 20, 2019

Contract to Develop Conservation Articles for 4th Grade Students

Deadline for receipt by NFWF of proposals: January 31, 2020

Proposals must be sent electronically as an email attachment to Kimberly Shriener, kimberly.shriener@nfwf.org by 5:00 PM Eastern Time on January 31, 2020.

OVERVIEW

The National Fish and Wildlife Foundation (NFWF) seeks a qualified Contractor to assist us in the development of 36 comprehension articles aimed at 4th grade students for NFWF's Engaging People in Conservation Initiative. The Engaging People in Conservation Initiative is designed to increase people's appreciation and connection with the natural world around them.

QUESTIONS & ANSWERS

Question: I do not have experience working specifically with 4th graders as required by this request for proposals. Is it still possible to submit a proposal?

ANSWER: Yes, we still welcome a proposal from you. Please include any relevant details that may demonstrate/support your qualifications associated with writing for youth (even if not specifically 4th graders).

Question: Could you tell us what the themes will be for the six series?

ANSWER: The themes for the six series have not been decided on yet. There will be a kickoff meeting with the selected contractor, NFWF, and our partner in late February to discuss project objectives, series themes/article topics, and deliverables. In addition, NFWF will support the writer by providing starting material, guidelines, and contact info for any persons that may need to be interviewed for an article.

Question: Would you consider dividing this project between two contractors? I'm very interested in applying, but my previous commitments would not allow me to complete the entire project in the time allotted.

ANSWER: Unfortunately, NFWF is looking for a single contractor at this time.

Question: May I as an independent contractor submit a quotation to develop conservation articles for 4th grade students, or do I need to be affiliated with one of the categories of applicants listed under the Eligible Offerors section?

ANSWER: You do not need to be affiliated with anyone or anything to be eligible for this contract.

Question: Could you tell me more about the style of the articles? For example, will the writer include quotes from scientists?



ANSWER: We are looking for a writer to create 36 short articles (approximately 400 words each) that will help children appreciate, value and identify with the natural world around them. The articles will need to resonate with 4th graders in particular. NFWF staff will support the writer by providing starting material, guidelines, and contact info for any persons that may need to be interviewed for an article. There will be a kickoff meeting with the selected contractor, NFWF, and our partner in late February to discuss project objectives, series themes/article topics, and deliverables.