



REQUEST FOR QUOTATIONS December 20, 2019

Contract to Develop Conservation Articles for 4th Grade Students

DEADLINE EXTENDED: Proposals must be submitted by 11:59 PM Eastern on February 2, 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.

BACKGROUND

While the Initiative includes a variety of goals, the scope of work under this contract is for the creation of 36 short articles (approximately 400 words each) that will help children appreciate, value and identify with the natural world around them. NFWF intends to use the data collected to support the development of reading comprehension skills in 4th grade students while informing them about conservation and the environment.

SCOPE OF WORK

Tasks: Selected Contractor will create a total of 36 articles that focus on topics in conservation, the environment, nature, animals, etc. These articles will be organized into 6 theme series consisting of 6 topical articles each. Each article should be approximately 400 words. Themes for each series and topics for each article will be provided by NFWF; as well as initial research material for Contractor to use when drafting articles. Contractor will have to deliver articles that are written in a style (vocabulary, language, and sentence structure) appropriate for 4th grade students. Contractor will be required to conduct necessary research, write the articles and complete at least two rounds of feedback and rewrites/edits.

Deliverables: Once a series (consisting of 6 articles with the same theme) has been written, the drafts will be shared with NFWF for feedback, edits and additional guidance if needed. This will be done for each of the 6 series. The final product will be a total of 36 NFWF-approved articles (approximately 400 words each), which will be organized into 6 theme series consisting of 6 topical articles each.

Schedule: An introductory meeting will be scheduled to discuss project objectives and deliverables, as well as establish interim deadlines. The final product of 36 NFWF-approved articles (approximately 400 words each) will be delivered to NFWF via email by April 10, 2020.

REQUIRED EXPERTISE AND PROPOSED STAFF

Potential Contractor must:

- Demonstrate a mastery of grammar, syntax and short-form narrative (examples required)
- Demonstrate a successful hiarticle as a freelance or staff writer (examples required)



- Adhere strictly to deadlines
- Remain flexible and enthusiastic while dealing with feedback, edits and potential rewrites

Beneficial qualifications include:

- Experience writing in a style (vocabulary, language, and sentence structure) appropriate for young students, especially 4th grade level (examples beneficial)
- Understanding of reading comprehension levels of 4th grade students
- Proven record of writing in different styles for specific audiences (examples beneficial)
- Experience in writing about nature or science-based subjects (examples beneficial)
- Knowledge of and passion for the core mission of the project – engaging young students in conservation
- Proven experience interview subjects for published articles (examples beneficial)

CRITERIA FOR COMPETITIVE APPLICATIONS

Proposals will be evaluated and scored on the following criteria. Offerors should organize their Proposal Narrative based on these sections:

1. **Understanding of the Scope of Work.** The Scope of Work must demonstrate an understanding of the goals of the activities involved. This section should include a description of how you will communicate with NFWF and report on progress, results, and deliverables. Weight: 20%
2. **Technical Approach.** The proposed technical approach for conducting the tasks should clearly describe the proposed methods necessary to conduct the project. The section must demonstrate that those methods are robust and appropriate for conducting the project and address any areas of complexity or uncertainty associated with conducting the project. Weight: 10%
3. **Qualifications of Proposed Personnel.** This section should clearly describe Contractor's training and experience with writing and grade school comprehension (specifically 4th grade) that will ensure completion of the tasks and a positive response from the audience. Weight: 20%
4. **Contractor's Past Performance.** The proposal should include information on the Contractor's past performance experience in writing to grade school students (specifically 4th graders). List recent (last 2-5 years) accomplishments and previous services related to the technical expertise offered. Weight: 20%
5. **Budget.** The proposed budget should itemize work in sufficient detail to enable reviewers to evaluate the appropriateness of the entire cost. Weight: 30%



ELIGIBLE OFFERORS & CONFLICT OF INTEREST STATEMENT

Eligible applicants include individuals, institutions of higher education, other nonprofits, commercial organizations, international organizations, and local, state and Indian tribal governments.

By submitting a proposal in response to this solicitation, the offeror warrants and represents that it does not currently have any apparent or actual conflict of interest, as described herein. In the event an offeror currently has, will have during the life of the contemplated contract, or becomes aware of an apparent or actual conflict of interest, in the event an award is made, the offeror must notify NFWF in writing in the Statement of Quotations, or in subsequent correspondence (if the issue becomes known after the submission of the Statement of Quotations) of such apparent or actual conflicts of interest, including organizational conflicts of interest. 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.

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 an 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. 236), "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 instructions can be found here: <https://www.sam.gov/SAM/>



SUBMISSION REQUIREMENTS

Proposals must be submitted with the following sections: 1) Technical Proposal, and 2) Budget. Interested parties should submit proposals electronically to NFWF (*Kimberly Shriner, kimberly.shriner@nfwf.org*) using the requirements below:

1. Technical Proposal

- Format: Proposals must be provided in Word format or searchable PDF with a font size no smaller than 11 pt.
- Contact information: Primary contact person, company name, address, phone, email, website, DUNS number, and EIN/Taxpayer ID#.
- Narrative: Concise (10-page limit) description of the work plan and a summary of the applicant's expertise and experience, organized by the Criteria for Competitive Applications.
- Biographies: Resumes and/or Vitae of key staff and their role in the proposed work area.
- References: List two clients who have received services from the applicant that is similar in nature to the proposed work; include names, phone numbers, and email address.

2. **Budget:** The Contractor must clearly state in the proposal document his/her *rate per word*.

SELECTION PROCEDURE

A panel of NFWF staff will review the proposals. Offerors may be asked to modify objectives, work plans, or budgets prior to final approval of the award. Only one award will be made for this project.

SUBMISSION DEADLINES

January 20, 2020 Deadline for questions about the solicitation to NFWF. Offerors should submit questions regarding this solicitation via email to **Kimberly Shriner, kimberly.shriner@nfwf.org**. NFWF will post all the questions and responses to all questions so that all offerors have access to them at the same time. In order to provide equitable responses, all questions must be sent to NFWF **no later than 5:00 PM Eastern Time on January 20, 2020**.

January 24, 2020 NFWF will post the questions submitted regarding the solicitation and responses on the NFWF website.

January 31, 2020 Deadline for receipt by NFWF of proposals. Proposals must be sent electronically as an email attachment to **Kimberly Shriner, kimberly.shriner@nfwf.org** by **5:00 PM Eastern Time on January 31, 2020**. Proposals must be provided in Word format or searchable PDF.

February 14, 2020 Contract award to selected Offeror.

April 20, 2020 Final deliverables due to NFWF.