

Request for Qualifications: Contract for Media Outreach and Communications Support for the Northeast Regional Office Frequently Asked Questions

Q: How many events does NFWF anticipate the contractor staffing on-site during the scope?

A: *The RFQ includes the potential for 10 on-site press conferences/events listed in the table on page 2; however, given ongoing travel restrictions related to the COVID-19 pandemic, some of these events may be conducted virtually. NFWF's first priority is the safety of all of our staff, contractors and grantees. Decisions about on-site vs. virtual will be made in coordination with the selected contractor, and in accordance with their own company policies as well as NFWF's. As conditions are continually shifting, such decisions will be made on a case-by-case basis as planning commences.*

Q: How many virtual events does NFWF anticipate the contractor supporting during the scope? Will NFWF require the contractor provide a virtual event platform or will NFWF use an existing platform?

A: *As stated above, decisions about whether a given event is in-person vs. virtual will be made as planning commences. If events are held virtually, NFWF will provide the platform (e.g., Go-To Meeting, MS Teams).*

Q: Does NFWF anticipate the contractor printing materials in support of scope? If so, what type and quantity?

A: *There is some variability in the contractor responsibilities for each event, but generally the contractor should anticipate providing logistical and strategic support in planning the events, identifying appropriate locations, ensuring necessary equipment in on-site, recommending visual aids for NFWF or partners to produce, conducting advance media outreach, and providing day-of media handling. To the extent the contractor is asked to print materials, it would be limited to press releases and backgrounders for media in attendance.*

Q: Will the contractor use NFWF's existing press lists, or will the contractor develop new lists?

A: *The contractor will develop their own press lists, with support from NFWF.*

Q: Could you clarify what elements of the proposal should be included in the five-page narrative? Do each of the following sections count against those five pages: 1. Understanding of the Scope of Work; 2. Technical Approach; 3. Qualifications of Proposed Personnel; 4. Contractor's Past Performance; 5. Budget?

A: *The page limit only applies to the proposal narrative, described in the RFQ under Submission Requirements/Technical Proposal. The other elements listed should be provided as separate documents do not count toward the page limit (i.e., biographies, references, budget and evidence of financial stability). The narrative should address each of the criteria, but may reference the other supporting documentation (e.g., biographies, budget).*