



NFWF

REQUEST FOR PROPOSALS

*Production of a printed publication marking the 40th anniversary
of the founding of the National Fish and Wildlife Foundation*

PROPOSAL DEADLINE: July 31, 2022

OVERVIEW

The National Fish and Wildlife Foundation (NFWF) is seeking proposals from a third-party (contractor) to produce a publication marking the 40th anniversary of the founding of the Foundation in 1984. The contractor will be responsible for project planning, creative presentation and iteration, writing, design, production and management of printing services. NFWF retains final authority over all aspects and costs related to project, including editorial production and content, imagery and printing.

This contractor will work closely with, and take direction from, NFWF representatives, led by Creative Director Matt Winter. The contractor will lead the project through the creative and production processes needed to produce a beautiful and compelling hard-cover book (eg “coffee table book”) that uses text, design, graphics and photography to tell the story of NFWF, which since 1984 has grown to become the nation’s largest private conservation grant-maker.

Size of the book, number of copies, narrative structure, design standards and other creative elements are not set – the contractor will serve an essential role in leading conversations with NFWF staff, developing potential approaches and informing final decisions made by NFWF.

- **Final delivery of the printed, hard-cover publication (“coffee table book”) and any associated products is expected no later than Jan. 1, 2024**
- Tentative number of copies: 1,500
- Format, paper stock, etc TBD, based on creative brief from contractor
- Page count TBD, based on creative brief from contractor
- Number of stakeholder meetings, expected drafts and revisions TBD, based on advice from contractor
- Design and narrative approach TBD, based on creative brief from contractor
- Any additional creative ideas will be welcomed (potential digital version, new techniques in printing, etc)
- Final budget TBD, based on creative brief from contractor.

Examples of potential areas of narrative focus include, but are not limited to:

- Founding, evolution and growth of the organization
- Advancements in the science and practice of conservation over the past four decades
- Challenges and success stories related to specific wildlife species and NFWF investments
- Importance of public-private partnerships in conservation
- Conservation and people – how investments have benefit communities and cultures across the nation
- Looking ahead

BACKGROUND

Since its creation by Congress in 1984, NFWF has grown to become the nation's largest private conservation grant-maker. The Foundation works with both the public and private sectors to protect and restore the nation's fish, wildlife, plants and habitats for current and future generations.

NFWF supports conservation efforts in all 50 states and U.S. territories. Our projects – more than 20,400 since our founding – are rigorously evaluated and awarded to some of the nation's largest environmental organizations, as well as some of the smallest. We neither advocate nor litigate. Instead, NFWF focuses on bringing all parties to the table, getting results, and building a better future for our world. Financial commitments to our conservation mission since our founding now reach \$7.4 billion.

NFWF specializes in bringing all parties to the table – individuals, government agencies, nonprofit organizations and corporations. Together, we protect and restore imperiled species, promote healthy oceans and estuaries, improve working landscapes for wildlife, advance sustainable fisheries and conserve water for wildlife and people. NFWF currently works with 15 federal partners and more than 53 corporate and foundation partners.

The Foundation's IDEA (Impact-Directed Environmental Accounts) department manages a nationwide portfolio of accounts arising from legal and regulatory actions involving natural resources and the environment. The portfolio consists of several hundred distinct accounts reflecting underlying proceedings at the federal, state and local levels. Most IDEA accounts are established to manage funds arising from the settlement of enforcement actions involving natural resources and the environment or funds arising in connection with permit-required mitigation for environmental impacts.

NFWF is an independent 501(c)(3) nonprofit organization. We are governed by a 30-member Board of Directors approved by the Secretary of the Interior.

For additional context, please visit the Foundation's website [here](#) and read recent annual reports [here](#).

TENTATIVE TIMELINE

- June-July 2022: **Potential contractors submit proposals to NFWF by July 31, 2022.**
- Aug. 2022: NFWF reviews proposals, interviews contractor finalists.
- Aug. 2022: NFWF contracts with third-party and planning begins.
- Fall 2022: Contractor interviews NFWF leadership and conducts research. **Contractor presents creative brief to senior NFWF staff**, adjusts plan based on feedback.
- Winter 22-23: Editorial plan and schedule are set, contractor continues production of editorial production and design options.
- Spring 2023: Research, writing, image searches, interviews continue. **Contractor presents design brief to senior NFWF staff**; adjusts plan based on feedback.
- Summer 2023: Editorial review, editing, versioning. Design of publication continues. **Contractor presents first draft to senior NFWF staff**, adjusts based on feedback.
- Fall 2023: **Contractor presents second draft to senior staff**, adjusts based on feedback. **Contractor delivers third and final draft to NFWF for approval.**
- Winter 2023: Final draft approved, press run, delivery by Jan. 1, 2024.

PROPOSAL ELEMENTS

- **All proposals due by July 31, 2022.**
- Deadline for questions about the solicitation to NFWF is June 30. Offerors should submit questions regarding this solicitation via e-mail to Matt Winter (matt.winter@nfwf.org). NFWF will post relevant questions and responses as an addendum to this RFP so that all offerors have access to them at the same time on July 5.
- Name, website of organization
- Examples of relevant experience and finished products (particularly printed, hard-cover publications)
- Three references
- List of all personnel who will contribute to the project, with brief bios showing pertinent experience and expertise
- Strategy for ensuring good communication with senior team at NFWF, meaningful feedback loops, responsive and creative iteration, foresight and resolution of potential issues, effective management of edits, changes, drafting, etc.
- Suggested changes to tentative timetable shown above.
- Tentative cost estimate: What you feel would be necessary to produce a high-quality coffee table book that resonates and tells the story of the Foundation and its mission of conserving and enhancing the nation's fish, wildlife, plants and habitats. Cost options should include a break-down of the following cost elements:
 - Overall project management, including efforts to successfully lead creative briefings, draft presentations and other necessary meetings with senior-level staff at NFWF
 - Editorial production (research, writing, interviews, travel if needed)
 - Imagery used in publication. Assume some imagery will be provided by NFWF (from grantees and iStock subscription), but higher-end wildlife imagery would need to be purchased. NFWF often uses imagery from Minden Pictures, Getty and National Geographic in this way.
 - Printing and delivery

ELIGIBLE OFFERORS & CONFLICT OF INTEREST STATEMENT

Eligible applicants include 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 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 instructions can be found here: <https://www.sam.gov/SAM/>

Please send project proposals to Matt Winter, NFWF creative director, by June 30, 2022.

matt.winter@nfwf.org

Addendum – July 5, 2022

QUESTIONS FROM INTERESTED PARTIES

Q: Aside from telling and celebrating the NFWF's accomplishments and history, what is the book's purpose?

A: This is a commemorative project, with books to be presented to our public- and private-sector partners, current and former NFWF board members, and other stakeholders throughout the anniversary year, and it will feature prominently in events commemorating the anniversary. We hope this publication will inspire readers, tell the story of NFWF, celebrate conservation across the country, and strengthen support for conservation.

Q: Is the book meant to be sold, and is there a cover price in mind?

A: The book will not be sold.

Q: What is his cost threshold for the creation of the book, including all editorial production, printing and shipping?

A: We are not disclosing cost threshold or budgeting details at this time. We want interested parties to bring ideas -- and costs estimates for those ideas -- based on the information contained in this RFP.

Q: Does NFWF wish to utilize distribution services, website sales and shipping programs?

A: It is possible some copies will be shipped, but this is something the Foundation expects to manage.

Q: Is there a need for book inventory storage?

A: No

Q: Is an author identified, or are we to propose authors?

A: Editorial production will be handled largely by the third-party (with editing and approval through NFWF), so authorship and cost thereof should be a part of any proposal.

Q: Is the production timetable flexible, or are the dates you cited set?

A: Although the final delivery date is set, milestones such as first, second and final drafts are flexible. We expect a successful applicant to be able to deliver expert advice on best to proceed.

Q: Can you please provide a rough estimate on page count for the book?

A: We do not have a target number of pages. The size of the book would depend on large part to editorial plan and design elements, which in turn would depend on recommendations from whomever is chosen to lead the project.

Q: Should proposals include costs for printing, and if so, what is the expected quantity?

A: Yes, with quantity of 1,500.

Q: Will NFWF supply all photography, or will there need to be a separate photo budget?

A: NFWF can supply some photography, from our archives of project imagery as well as from our subscription to iStock. We expect this project would require an additional photo budget to pay for high-quality nature photography from sources such as Minden Pictures, Getty, Nat Geo and others.

Q: Will there be a need to hire a photographer to shoot assignments for the book?

A: We do not know, as this would depend on creative input from our book partner.

Q: The RFP mentions an electronic version. Is this a requirement?

A: No. The printed book is the top priority for this project. NFWF can build its own electronic component, but the Foundation is also open to ideas.

Q: How will the book be distributed, and to whom?

A: The book will not be sold. We expect to give the book in appreciation to our current and former board members, major funding partners and donors in the public and private sectors, partners at government agencies, and to leaders in the Executive, Legislative and Executive branches of the federal government.

Q: Do you anticipate heavy use of data tables to show scientific results of conservation investments?

A: No, not heavy use of data-heavy tables. We would welcome creative visual storytelling through the use of beautiful graphics and imagery, but we most likely would not to rely on data-heavy tables and otherwise dense elements.