



NFWF

Q & A

COMMUNICATIONS AND MEDIA RELATIONS SUPPORT FOR THE SOUTHERN REGIONAL OFFICE REQUEST FOR QUOTATIONS

Desired outcomes

- Who is the target audience for these communications?
 - NFWF and our partners seek to reach a number of different audiences. Below are key audiences summarized based on priority level.
 - Primary:
 - NFWF funding partner constituents and employees: Federal, corporate, and private foundations
 - Secondary:
 - Funding partner backers/investors
 - Potential conservation project partners (e.g., state agencies, Federal agencies (in addition to those partnering with NFWF as program funders)
 - Bonus:
 - Potential, new funders: Federal, corporate, and private foundations
 - Grant program applicants
- When it comes to media relations activities, is the primary goal for placements in the local and regional markets, or nationally?
 - Our work and target audience have a regional focus, and therefore our media relations activities focus more so on local and regional markets than the national market.
- When it comes to earned media, social media and communications efforts, are there any other nonprofits or nonprofit campaigns that the NFWF particularly admires?
 - Social media- Fish and Wildlife Service, Amphibian and Reptile Conservancy, Chesapeake Bay Foundation, Ocean Conservancy, National Parks Service
- For the “coordinate selection for 5-10 stories,” will the contractor be responsible for finding or identifying stories, or does NFWF have an existing story bank?
 - NFWF does not have an existing story bank, but NFWF will work with the contractor in identifying ideas for stories based on our portfolio of grants and projects.
- Will the selected firm be responsible for preparing or training spokespersons or partners ahead of media interviews?
 - We do not anticipate this being a need under this contract.
- Do you have a preferred method or software for disseminating media materials or managing media contacts?

- We currently utilize third party newswire services for disseminating press releases, and social media platforms for other engagements. We use Meltwater for managing media contacts. We are open to suggestions for new technologies and platforms that may be of utility in our communications.
- Do you have existing video/photography/digital assets, or should this response include their creation?
 - NFWF has some existing video and photo assets, however we welcome the inclusion of costs for creation of additional assets, in particular photography that can be used in communications materials.
- Can you share more details about your event planning needs and the types of events NFWF usually holds?
 - Events may be in-person or virtual. The audience for these events are:
 - NFWF project partners- grantees and other organizations our grantees work with to implement projects.
 - NFWF funding partners, including corporate partners and federal agencies.
 - Relevant state and local agencies
 - In-person events typically include one day of presentations and one day of field tours. Contractor assistance is typically requested in designing digital and printed materials for the event; drafting slide decks; assisting with logistical and AV needs in preparation for and during the event; and coordinating with media as needed.

Past accomplishments

- What tactics are being used to reach your audiences now, and are they successful?
 - Our current tactics include:
 - Sharing conservation success stories through media distribution platforms like 3BL
 - Social media content that typically highlights a specific species that our work benefits or other impact of our work
 - Distributing press releases through NFWF's website and on a third-party newswire service
 - Hosting in-person and virtual events, including occasional media tours of project sites, to highlight partnerships and conservation successes.
- What has been the single most significant earned media milestone over the last 2-3 years? What made it so?
 - In-person events where media are invited to meet partners and see conservation projects first-hand have generated better earned media results versus press releases and stories pushed out via online distribution outlets.
- In the past, what has worked in earning media? What barriers have you confronted?
 - In-person events where media are invited to meet partners and see conservation projects first-hand have generated better earned media results versus press releases and stories pushed out via online distribution outlets. Building and maintaining relationships with local and regional reporters has been a challenge due to the size of the region, number of media outlets and turnover in these positions. Limited travel and in-person events due to COVID over the past few years has been a barrier to generating earned media.

Proposal technical details

- Do you prefer a firm based in the South?
 - NFWF has no preference as to where the contractor is based. NFWF's Southern Regional Office staff are based out of Washington, D.C.
- Should the budget template include both labor hours and estimates for other direct costs (ODCs) such as event needs (AV equipment) and travel costs? If we are to include ODCs, can you share a likely location for press event(s)?
 - The budget should include estimated travel costs but should not include other direct costs such as AV equipment. Exact location(s) for potential press events are unknown at this time, but depending upon the location of the selected contractor, will likely require air travel and overnight accommodations (1-3 days per event). States covered by NFWF's Southern Region Office are Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Texas.
- Are the deliverables specified in the RFQ per program or total?
 - Deliverables in the RFQ are overall deliverables, not per program.
- Do you have a general budget in mind?
 - NFWF asks applicants to develop budgets that reflect the cost of effectively implementing the scope of work outlined in the RFQ. In accordance with its procurement policy, NFWF declines to provide information on funding targets for contractor solicitations.
- How will you measure the success of this initiative? Do you have reports or dashboards that you can share? Are there KPIs that you are specifically looking for?
 - We do not currently have KPIs or goals for this communications contract but will seek input from the selected contractor to help set goals and identify metrics that we can track to measure outcomes and successes associated with our communications efforts.
- Can case studies to showcase experience and expertise be included as part of a submission to this RFQ beyond the 6-page narrative limit?
 - No

Other

- What is NFWF's internal communications capacity to support this work?
 - NFWF has a small internal communications team that supports the entire foundation. This team provides review of communications content and helps draft some content related to our regular operations, but does not have the capacity to produce the additional, tailored content that we seek to further promote the conservation work and partnerships within our region.
- Is there an incumbent firm for this work? If so, why are you recompeting this contract?
 - The Southern Regional Office, (SRO) has been working with a communications contractor prior to this RFQ. NFWF internal policy requires recompeting all contracts at least every 5 years.
- Will any preference be given to minority- or women-owned businesses?
 - NFWF will take affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible.
- Do you have brand and messaging guidelines in place?

- NFWF does have brand and style guidelines that will be shared with the selected firm. Our funding partners do as well, and partner guidelines must be taken into account when creating content that uses their logo(s).