



# NFWF

## REQUEST FOR QUOTATIONS

*Contract for Communications and Media Relations Support for the Southern Regional Office*

**DEADLINE:** April 6, 2023

### **OVERVIEW**

The National Fish and Wildlife Foundation (NFWF) invites communication and/or marketing firms or other related professionals to submit work quotations to provide communications and media relations support centered around NFWF's Southern Regional Office (SRO) funding partnerships and associated grant programs.

### **BACKGROUND**

NFWF administers competitive grant programs to support on-the-ground conservation projects that are implemented by local and regional nonprofits, local governments, state governments, academic institutions and others. The selected Contractor(s) will implement effective communications and media outreach strategies centered around our funding partnerships and grant programs within the SRO. This may include any or all of the following existing partnerships and programs, and may be expanded to include new programs that launch during the course of the contract term:

- [Forestland Stewards Partnership with International Paper](#)
- [Longleaf Landscape Stewardship Fund](#)
- [Lower Mississippi Alluvial Valley Restoration Fund](#)
- [Cumberland Plateau Stewardship Fund](#)

NFWF intends the services provided to;

- 1) increase the overall reach of SRO communications,
- 2) announce important funding partnership, program, and project milestones,
- 3) share important conservation successes, and showcase innovative projects.

### **SCOPE OF WORK**

The following activities and deliverables should be addressed in the work quotation for NFWF's SRO. Work will be performed in close coordination with NFWF Regional staff as well as NFWF's Communications Department.

- 1) **Develop and review communications materials** to help SRO highlight and promote program, project and partnership successes.
  - a) Coordinate selection of 5-10 stories to showcase and highlight. This will be done in coordination with NFWF staff. Stories may include multiple grant-funded projects that address the same issue or are in the same geography. It will be important to review past media coverage, previously developed articles, grantee reports and other project materials provided to the Contractor by NFWF. Work may also include interviewing grantees and project partners to obtain additional project details, story ideas and quotes.
  - b) Draft articles/stories, infographics, social media content (Facebook, Instagram and LinkedIn) and other communications materials that highlight program, project and partnership impacts.
  - c) Coordinate with SRO staff and NFWF Communications Department on layout needs (e.g., word limits, image requirements). In some instances, NFWF Communications Department will lead and/or manage graphic design and publication, but Contractor design support may be needed for some projects.
  - d) Review and edit press releases and other NFWF produced communications materials as needed.
  - e) Populate and maintain a calendar of planned or potential dates for communications activities.

- 2) **Support media outreach and placement** to announce grants, project groundbreakings, and other grant-related project milestones.
  - a) Draft and post media advisories.
  - b) Conduct media outreach aimed at securing earned media, including digital, television, radio and print media.
  - c) Provide timely and comprehensive reporting on media outreach outcomes.
  
- 3) **Event planning** to support partnership and stakeholder engagement. Event(s) may include a media component, such as a field tour where media are invited to attend.
  - a) Provide support for one to two in-person partner events per year, including but not limited to:
    - i) Designing electronic materials such as the save-the-date, agenda, and slide decks
    - ii) Designing and printing paper materials for the events
    - iii) Support for streaming on a virtual platform
    - iv) In-person event logistic support
  - b) For events that include media engagement, the following support may be needed:
    - i) Draft and post media advisories.
    - ii) Coordinate media engagement and networking.
    - iii) Coordinate day of flow of show.
    - iv) Manage media the day of event.
    - v) Conduct media follow-up.

NFWF anticipates the following deliverables in the coming year:

Articles/Stories	Event Planning/ Press Event	Social Media	Infographics	Review of NFWF Produced Materials
5-10	1-2	10-12 pieces of content for each social platform	1-2	4-6

The period of performance will be one year with an expected start date of July 1, 2023, with an option to extend for an additional year for up to four years, to be exercised at NFWF’s discretion. This list outlines the general scope of work to be addressed under this RFQ; however, it is subject to change in response to additional task orders from NFWF, or program funders.

### 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 program stakeholders and report on progress, results, and deliverables. Weight: 10%
  
- 2) **Technical Approach.** The proposed technical approach for fulfilling the scope of work must demonstrate familiarity and proficiency in media relations and communications support. Weight: 20%
  
- 3) **Qualifications of Proposed Personnel.** The quotation should describe relevant professional experience in the following areas: (a) fostering local, regional and national media relations; (b) developing and distributing message content; (c) communicating with staff and grantees that may and/or may not be familiar with the world of public relations. Include resumes and/or vitae of key staff and their role in your proposed work area. Weight: 20%
  
- 4) **Contractor’s Past Performance.** The proposal should include information on the primary investigator(s)’s past performance experience in communications support. List recent (last 2-5 years) accomplishments and previous services related to the technical expertise offered. If subcontractors are to be used, information should be provided that demonstrates their past performance as well. Describe how that past performance is applicable to this evaluation. Weight: 20%

- 5) **Budget.** The proposed budget should itemize work in sufficient detail to enable reviewers to evaluate the appropriateness of the entire funding request. You must use the attached Contractor Budget Template. You may add columns to the template for additional tasks if needed but should not make any other changes. If applicable, please include the proposed budget for equipment purchase in the proposal separate from the Contractor Budget Template. Weight: 30%

## **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. Small and minority businesses, and women's business enterprises are strongly encouraged to apply.

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 proposal, or in subsequent correspondence (if the issue becomes known after the submission of the proposal) 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. 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/>

## **SUBMISSION REQUIREMENTS**

Proposals must be submitted under the same cover at the same time, in three distinctly labeled and separate documents: 1) Technical Proposal, 2) Budget, and 3) Evidence of Financial Stability. Interested parties should submit proposals electronically to NFWF ([Zachary.Bernstein@nfwf.org](mailto:Zachary.Bernstein@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, UEI number, and EIN/Taxpayer ID#.
  - Narrative: Concise (6-page limit) description of the work plan and a summary of the applicant’s expertise and experience, organized by the Criteria for Competitive Applications.
  - 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 budget proposal must be submitted using the following NFWF [budget template](#).
3. **Evidence of Financial Stability:** The applicant shall provide proof of financial stability in the form of financial statements, credit ratings, a line of credit, or other financial arrangements sufficient to demonstrate the applicant’s capability to meet the requirements of this solicitation.
4. **When submitting a proposal, use the email subject line “Proposal for SRO Comms RFQ”**

## **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. If multiple institutions are involved, they should be handled through subcontracts.

## **SUBMISSION DEADLINES**

<i>March 14, 2023</i>	Deadline for questions about the solicitation to NFWF. Offerors should submit questions regarding this solicitation via email to Zack Bernstein ( <a href="mailto:Zachary.Bernstein@nfwf.org">Zachary.Bernstein@nfwf.org</a> ). 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 <b>no later than 5:00 PM Eastern on March 14, 2023.</b>
<i>March 21, 2023</i>	NFWF will post the questions submitted regarding the solicitation and responses on the NFWF website on the RFQ webpage.
<i>April 6, 2023</i>	Deadline for receipt by NFWF of proposals. Proposals must be sent electronically as an email attachment to Zack Bernstein ( <a href="mailto:Zachary.Bernstein@nfwf.org">Zachary.Bernstein@nfwf.org</a> ) by <b>5:00 PM Eastern on April 6, 2023.</b> Proposals must be provided in Word format or searchable PDF.
<i>Early May</i>	Contract award to selected Offeror
<i>July 1, 2023</i>	Expected contract start date

**REQUESTING ORGANIZATION:** National Fish and Wildlife Foundation (NFWF), 1133 15<sup>th</sup> Street NW, Suite 1000, Washington, DC 20005

**CONTACT:** Zack Bernstein, 202-595-2433; [Zachary.Bernstein@nfwf.org](mailto:Zachary.Bernstein@nfwf.org)