



## **REQUEST FOR QUALIFICATIONS: FACILITATOR FOR WORKSHOP ON NEXT GENERATION CONSERVATION PLANNING**

### **OVERVIEW**

The National Fish and Wildlife Foundation (NFWF) seeks a qualified facilitator(s) to support NFWF staff in preparing for and hosting an in-person or hybrid workshop. This workshop will likely occur either in Atlanta, Georgia, or Charlotte, North Carolina in September 2025. The purpose of this workshop is to introduce a template of NFWF's next generation business plan to a diverse group of key stakeholders to generate interest and gather valuable feedback on the outline and regionally-specific content. The facilitator will assist with the preparation for this meeting by working with NFWF staff to develop a meeting agenda that achieves the expected objectives and plan the meeting. The facilitator will also coordinate accommodations and facilitate the meeting. The facilitator will provide a meeting summary that can be used to inform both the conservation plan and provide feedback on the approach for developing a new generation of business plans. A successful workshop for our stakeholders and partners in the southeastern United States could lead to execution of additional workshops in other programmatic regions.

### **MEETING PURPOSE AND OVERALL GOAL**

The National Fish and Wildlife Foundation is working to improve and update our business plans, nominally to go bigger, better, and bolder, for use across our landscapes of interest, ultimately to deliver more comprehensive impact for our investments. The overall goal of the workshop is to gather feedback on the approach to developing a new generation of business planning for the Foundation and involve knowledgeable and important influencers and stakeholders, and pilot development of a new Longleaf Forests and Rivers Business Plan.

### **BACKGROUND**

For over 40 years, NFWF has served as a cornerstone of conservation efforts in the United States, growing to become the largest organization of its kind. Our legacy is built on strong partnerships, scientific rigor, and a steadfast commitment to tangible, lasting results. NFWF is now positioned to generate conservation outcomes and benefits at a scale greater than at any time in our history.

Over the coming years, wildlife conservation in the United States will face increasing challenges, including human-wildlife interaction, and stresses on traditional habitats and migration corridors. These threats have driven declines in fish and wildlife populations across America. While humanity has achieved remarkable advancements, our stewardship of the natural world remains a critical area where progress is urgently needed. To address these concerns, our conservation efforts must embrace and measure ecosystem-level approaches that emphasize the important connection between species and their habitats, while also enhancing resilience and focusing on adaptation strategies.

As we look to the future, we recognize that the challenges facing our nation's fish, wildlife, and habitats are more complex and urgent than ever before. By substantively engaging stakeholders and leveraging advancements in measurement technology and innovation, we will scale up our investments with our partners to ensure healthy and resilient fish and wildlife populations in the future. NFWF recently adopted a new strategic plan, developed in collaboration with our Board,

staff, and external partners, which charts a course for NFWF to meet these challenges.

## MEETING OBJECTIVES

A successful workshop will contribute to a well-informed and ambitious conservation plan while also testing how new methods can inform NFWF's next generation planning. We want to:

1. Present and gain feedback on a new conservation business plan framework that meets the needs of NFWF, its partners, and stakeholders, and reflects the goals of NFWF's new strategic plan.
2. Present and gain feedback on regionally-specific content within the new business plan framework.
3. Review the results of previous investments on conservation outcomes and discuss potential funding goals and budget strategies needed to achieve the business plan's 30-year goals.
4. Identify key partners/grantees that will be able to implement/execute the new business plan.

## SCOPE OF WORK

The purpose of the contemplated contract is to:

- Conduct pre-meeting work as necessary, including but not limited to working with NFWF staff to identify participants and finalize invitation list.
- Coordinate the meeting logistics, including reserving a meeting space, reserving hotel rooms for overnight guests, coordinating refreshments or catering, etc.
- Engage with NFWF staff to develop an agenda suited to meet the objectives outlined above.
- Facilitate a two-day in-person (with limited virtual/hybrid option) workshop that convenes relevant stakeholders. Oversee discussions in a way that successfully works towards the objectives outlined above.
- Work with NFWF to identify the best form for reporting on the workshop outcomes and deliver the meeting report in a timely manner after the workshop is complete.

## SUBMISSION REQUIREMENTS

Proposals must be submitted under the same cover at the same time, in seven distinct and separate documents: 1) Contact Information, 2) Understanding of the Scope of Work, 3) Technical Approach, 4) Qualifications of Proposed Personnel, 5) Record of Past Performance/References, 6) Proposed Budget, and 7) Evidence of Financial Stability.

Email a Word or PDF version of your submission to Ainsley Stewart ([Ainsley.Stewart@nfwf.org](mailto:Ainsley.Stewart@nfwf.org)). In the subject line, please indicate "Response to RFQ for Next Generation Business Plans – [name of respondent]." Submissions must be single-spaced with a minimum 11-point font, and not to exceed the indicated page or word limits. Offerors should organize their Statement based on these sections:

1. **Contact Information:** Provide a primary contact person, entity name, address, phone, e-mail, website, and EIN or SSN.
2. **Understanding of the Scope of Work:** A statement of no more than one page demonstrating an understanding of the challenges faced and the overall objectives of the meeting. This section should include a description of how you will communicate with NFWF and program stakeholders and report on progress, results, and deliverables. Weight: 15%.

3. **Technical Approach:** A description of no more than one page of a proposed technical approach for facilitating the successful preparation and hosting of this meeting, especially in terms of the desired outcomes. Weight: 25%.
4. **Qualifications of Proposed Personnel:** Resumes or CVs for each member of the proposed team(s), including any subcontractors. This section should clearly describe which tasks each member of the team will conduct and how their training and experience provide the requisite experience to do so successfully. Weight: 20%.
5. **Record of Past Performance/References:** Identify at least two past clients who have received services that are similar in nature to the proposed work. Include their names, phone numbers and e-mail addresses. Weight: 20%.
6. **Proposed Budget:** The cost proposal must be submitted using the appropriate budget template [here](#). The budget should be cost-effective and should maximize the value for funds requested in the offeror's budget. The proposed budget should itemize work and the qualifications of individuals who will be doing the project with their level of effort in sufficient detail to enable reviewers to evaluate the appropriateness of the entire funding request. Per hour cost of individuals should be included in the budget estimate. Please break various tasks into separate line items. Profit/profit margin must be separately itemized in the budget. Weight: 20%.
  - a. **NFWF will consider all quotes less than \$50,000**
7. **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.

## QUALIFICATIONS

- Meeting preparation and facilitation experience: previous experience in both helping a steering committee prepare for and facilitating workshops or similar meetings. Reviewers will be looking for a clear method for establishing an agenda to meet objectives.
- Subject matter expertise: preference for experience with and understanding of conservation and strategic planning.
- Conflict resolution: applicant must demonstrate an ability to guide discussion towards the desired outcomes of the proposed meeting. Reviewers will be looking for proposal content indicating expertise and approaches for addressing disparate and potentially contrary comments from a broad set of stakeholders.

## SELECTION PROCESS AND CRITERIA

A panel of NFWF staff will review the quotes. Offerors may be asked to modify objectives, work plans, or budgets prior to final approval of the award. One facilitator will be selected for this award.

## ELIGIBLE OFFERORS

Eligible applicants include nonprofit organizations, commercial organizations, institutions of higher education, and local, state, and Tribal governments.

## **SPECIAL TERMS AND CONDITIONS & CONFLICT OF INTEREST STATEMENT**

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 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, 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 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://sam.gov/>.

## **RFQ DEADLINES (SUBJECT TO CHANGE)**

Friday, May 23rd	RFQ Released and Q&A Period Begins. Contractors should submit questions regarding this solicitation via email to Ainsley Stewart, Manager, Conservation Administration, <a href="mailto:Ainsley.Stewart@nfwf.org">Ainsley.Stewart@nfwf.org</a> . To provide equitable responses, NFWF will post all questions and responses so that all contractors have access to them at the same time.
Wednesday, June 4th	Deadline for Questions. All questions must be sent to NFWF no later than 5:00 pm Wednesday June 4th. FAQ will be posted to the site within 48 hours.
Tuesday, June 10 <sup>th</sup>	<b>Deadline for Quotes. Proposals must be received electronically as an email attachment to Ainsley Stewart, Manager, Conservation Administration, <a href="mailto:Ainsley.Stewart@nfwf.org">Ainsley.Stewart@nfwf.org</a> by 5:00 pm ET Tuesday, June 10th.</b>
June 2025	Review Period
June 2025	NFWF will notify all applicants of their status
June/July 2025	Facilitator anticipated start date

**REQUESTING ORGANIZATION:**

National Fish and Wildlife Foundation, 1625 Eye Street NW, Suite 300, Washington, D.C. 20006.

**CONTACT:**

**Tracy Rouleau**

Director, Conservation Planning and Evaluation

[Tracy.Rouleau@nfwf.org](mailto:Tracy.Rouleau@nfwf.org)

**Ainsley Stewart**

Manager, Conservation Administration

[Ainsley.Stewart@nfwf.org](mailto:Ainsley.Stewart@nfwf.org)