



NFWF

Contract for Media Outreach and Communications Support for the Northeast Regional Office

Request for Proposal Questions

General Questions

Question 1: May offerors include an appendix with relevant case studies or work samples, and if so, would that appendix count toward the 10-page narrative limit? Are offerors encouraged to include writing samples or case studies as attachments, links, or appendices? If so, is there a preferred format or limit?

Answer: Offerors are encouraged to include an appendix of relevant work samples, but this appendix should not exceed five pages.

Question 2: In the budget template, there is a template for hourly rate and one for daily rate. Do you expect proposals to use the hourly version?

Answer: Please use the hourly rate.

Question 3: For the technical proposal references requirement, may one of the two references be NFWF?

Answer: Please use non-NFWF references if you have them available. If not, it is acceptable to use NFWF as a reference.

Question 4: In the deliverables table on page 2, do the numbers (1, 2, and 3) correspond to quantities for each deliverable?

Answer: No, these are a numbered list.

Question 5: What does success look like for the work listed in the RFP?

Answer: Proposals will be evaluated and scored based on the criteria listed on page three of the RFP.

Question 6: Can NFWF clarify the primary goals for this contract beyond media coverage, such as increasing awareness of specific programs, elevating grantee stories, supporting funder visibility, or strengthening regional partner engagement?

Answer: NFWF intends the services provided to increase the reach of Northeast Regional Office communications, announce important program and project milestones, share important local successes and showcase innovative projects.

Question 7: In the past, the Chesapeake Bay programs have also been part of this RFP. Could you share why they are not part of the current scope?

Answer: The Chesapeake Bay programs are on a separate timeline for their contracting needs.

Event Questions

Question 8: The scope includes support for press conferences and media events, including coordinating on-site logistics. Is NFWF able to clarify what level of event logistics support is expected from the Contractor? For example, would the rental of A/V equipment, chairs, permits (if required), signage, catering, be included as expectations, or more strictly to logistics of media on site?

Answer: Depending on event needs and logistics, site selection for events will pre-empt needing chairs and permits but catering and signage may be needed. Catering needs will be managed directly by NFWF but A/V and signage may be needed. Additional costs will be addressed through the contract as needed.

Question 9: Does NFWF have a sense of what the Foundation envisions for press conferences/events regarding certain funds – namely the Delaware Watershed Program and the Northeast Forests and Rivers Fund (both of which are projected to take place between (Aug/Sept 2026)?

Answer: These events are anticipated for 2027. Discussions will occur in the planning process to determine audiences and locations.

Question 10: Are video production or multimedia development expected as part of the contract scope, or would those services be procured separately?

Answer: Multimedia should be part of the budget for applications submitted under this RFP. Video production is not expected.

Question 11: If to be covered by consultants, is there any guidance regarding allowable variation between proposed and actual travel costs given fluctuating airfare and lodging rates? Is travel reimbursed based on actual costs? Do you recommend that we estimate all possible travel needs, recognizing less travel may be required to achieve the objectives? If travel costs exceed estimates in the proposal (with increasing fuel costs that seems likely), is there a mechanism to adjust the budget?

Answer: Up to 3 events may be in person and if travel is required for articles or stories, that should also be included in the budget. Offerors should budget based on actual costs and should expect that these will be reimbursed based on actual costs. If travel costs exceed estimates, NFWF is open to changing project deliverables where possible.

Question 12: For budgeting purposes, can NFWF provide the anticipated timing and locations for the expected press conferences/events, particularly the Delaware River, Long Island Sound, and Northeast Forests and Rivers events? Should offerors assume in-person attendance is required for all events, or only as needed? Since it has not yet been determined whether some events will be virtual or in person (which would affect staffing hours and travel costs), should we budget assuming all events are in-person to ensure the proposed scope and pricing adequately cover the highest level of effort?

Answer: Delaware Watershed Conservation Fund will be in-person and held in late summer/early fall 2027. Long Island Sound Futures Fund will be virtual in 2026 and is anticipated to be virtual in 2027. Northeast Forests and Rivers will not have an event in 2026 but may have an event in 2027.

Additional Activities

Question 13: Can NFWF clarify whether the anticipated deliverables listed in the RFP represent the full expected scope for the contract year, or whether the selected contractor may be asked to support additional similar communications needs as they arise?

Answer: The anticipated deliverables will be the maximum scope for the contract year. If additional needs arise, we anticipate additional funding would be available.

Question 14: Are there common challenges from past outreach efforts that NFWF would like help to address?

Answer: Increased media reach on press events and announcements would be helpful to accomplish more engagement in the markets.

Question 15: Will the selected contractor work across all listed programs equally, or are some programs expected to require more communications support than others?

Answer: Some programs will require more support than others but we anticipate adhering closely to the deliverables on page two of the RFP.

Media Markets and Training

Question 16: Are there specific regional media markets that are especially important for the Delaware watershed, Long Island Sound, and Northeast Forests and Rivers work?

Answer: Most of the media markets are local to these landscapes.

Question 17: Does NFWF have any of the following: existing messaging framework, active, media trained, available spokespeople, key validators and/or partners?

Answer: Yes

Question 18: Does NFWF expect the contractor to provide media training, message preparation, or interview prep for spokespeople as part of this scope?

Answer: No, that will not be needed for this contract.

Question 19: Do you need any design support as part of the RFP, such as event signage?

Answer: Event signage, presentation support and photography layouts may be needed.

Question 20: Will NFWF provide existing media lists, partner contacts, grantee contacts, prior outreach records, message guidance, brand guidelines, etc?

Answer: NFWF may provide existing lists but successful offerors will have existing contacts and abilities to reach audiences in the landscapes of these programs.

Question 21: What is the size of your current Communications / Marketing team?

Answer: NFWF has an in-house communications department but additional support for the activities listed in this RFP will be needed by these programs.

Question 22: Are you actively partnering with any other communications agencies for ongoing/specific services?

Answer: NFWF has existing contracts but is looking for contractual support for the specific programs and activities in this RFP for 2026 and 2027 with possible extension.

Question 23: Are you looking for ongoing communications support outside of the services listed in this specific RFP?

Answer: No, offerors should anticipate that the activities in this RFP will be the main activities needed.

Timeline Questions

Question 24: Can you clarify the anticipated timeline for deliverables for the 3 programs? Specifically, are Northern Forest and Rivers and Delaware Watershed Program announcements both expected in 2026 and 2027? Are you requesting media relations for 5 press events, or 3 press events?

Answer: One virtual press event in 2026 and 2027 may have three events, though we anticipate at least one will be virtual.

Question 25: Do you expect to see unanticipated costs estimated in the proposal budget? If not all costs are anticipated in the budget, is there a mechanism to add them if they are needed on a case-by-case basis?

Answer: If unexpected costs pop up, NFWF will discuss all appropriate options including adding funds to the contract to cover those specific costs.

Success Stories and Articles

Question 26: For the “Create compendia of success stories” task, does NFWF have a preference for how many print-ready stories should be drafted by the contractor versus stories previously developed by NFWF or collected from existing media coverage?

Answer: All of the print ready stories should be developed and drafted by the contractor.

Question 27: The RFP requests the partner to coordinate selection of 5-10 stories with NFWF staff, but anticipated deliverables are three compendium stories. Should we expect to deliver up to 10 compendium stories or up to three?

Answer: There are five stories listed in the table on page two of the RFP and we anticipate adding an additional five for a total of ten.

Budget and Past Contracts

Question 28: What is the total budget size that NFWF is willing to allocate for this projected work?

Answer: The budget should reflect the anticipated costs including staff time. NFWF does not have a total budget number set at this time.

Question 29: Is there an incumbent agency expected to bid on this specific RFP?

Answer: All proposals will be considered equally, regardless of past contracts with NFWF as long as the proposal meets the stated criteria in the RFP.

Question 30: How many proposals does NFWF seek to receive for this RFP?

Answer: NFWF seeks to receive as many proposals from qualified offerors that meet the criteria as are willing and able to apply. There is no cap on the number of proposals submitted.