



FIRE ADAPTED COMMUNITIES LEARNING NETWORK

Request for Proposals Communications Services

RFP Issue Date: December 9, 2019

Deadline for Proposals: December 24, 2019

The Fire Adapted Communities Learning Network (FAC Net) is seeking proposals from qualified consultants to provide communications support for our network. Specifically, we are seeking support in managing our weekly blog and related social media accounts as outlined in the scope of work described in this RFP.

We will select a service provider according to the selection criteria and schedule included in this RFP. Only complete proposals received by the deadline will be reviewed. Proposals must be submitted electronically as a pdf to info@fireadaptednetwork.org by 5:00 PM Pacific time on December 24, 2019. Please include "Communications Support" in the subject line of your email submission. Questions about the RFP can be submitted to the same email address.

FAC Net is cooperatively managed by The Watershed Research and Training Center (The Watershed Center) through an agreement with The Nature Conservancy. The Watershed Center is an equal opportunity provider. All qualified applicants are encouraged to apply for this opportunity. Applicants must comply with all applicable laws.

RFP Timeline

RFP distributed	December 9, 2019
Proposal development period	December 9-24, 2019
Questions about the RFP accepted and answered	December 9-24, 2019
RFP submissions due by 5 PM Pacific time via email to info@fireadaptednetwork.org	December 24, 2019
Proposal review period	December 26-27, 2019
Interviews scheduled (<i>formal interviews may or may not be conducted based on the total number of proposals and other factors determined by the selection committee</i>)	Dec 30, 2019 - Jan 3, 2020
Final selection and contract development and review	January 6-10, 2020
Contract period	January 20 – June 30, 2020



The FAC Network is supported by a cooperative agreement between The Nature Conservancy, USDA Forest Service and agencies of the Department of the Interior, in partnership with the Watershed Research and Training Center. The Watershed Center is an Equal Opportunity Employer and does not discriminate on the basis of an applicant or employee's race, color, religion, national origin, sex, age, disability, veteran or marital status, citizenship, sexual orientation, gender identity or any other legally protected status entitled under federal, state and local anti-discrimination laws.

About the Fire Adapted Communities Learning Network (FAC Net)

FAC Net connects people and communities who are working to improve their relationships with wildfire. We support community leaders as they design and implement local mitigation and resilience projects. And we share their approaches with others via our established blog and social media channels. Communicating with community wildfire resilience practitioners, fire management organizations and agencies and decision-makers is a critical part of our program's intended outcomes.

FAC Net aims to spread ideas and practice through peer learning and practitioner communication. Our blog, hosted on our website: www.fireadaptednetwork.org, allows us to:

- elevate stories from our members who reside across the US to a global readership
- inspire decision-makers and other practitioners by demonstrating a range of approaches to community resilience and fire management
- activate new or emerging practitioners by sharing lessons, science and stories about community wildfire resilience
- share learning about using network approaches to solve complex problems

The Network is supported by the USDA Forest Service and Departments of Interior, and is managed by the [Watershed Research and Training Center](#) through a partnership with [The Nature Conservancy](#).

Overview, Budget and Evaluation of Proposals

The selected communications service provider will complete an agreed upon scope of work from January 2020 - June 2020. After this six-month service period, additional contracts may be available contingent on our continued programmatic funding and mutual satisfaction with the contractual arrangement and deliverables. The selected contractor(s) will be required to work remotely and must have a proven track record and adequate staff capacity to fulfill the duties required by the scope of work on time and to a high standard.

The budget for the scope of work outlined in this RFP is between \$14,000 and \$18,000. A detailed budget is required as part of the application package. Contractors must provide their own equipment, including high-speed internet connection and computer.

Proposals will be evaluated by our communications and program teams and analyzed based on the following selection criteria:

- Demonstrated expertise and ability to conduct the scope of work as outlined in this RFP;
- Experience handling projects of similar scope and magnitude;
- Experience working with non-profit organizations, especially conservation or natural resource management organizations;
- Effective use of budget;
- Expertise using Wordpress websites, Trello, Mailchimp, Facebook, and Twitter;
- Exceptional communication skills and attention to detail;
- Experience copyediting using the APA style guide and various organizational/company style manuals;
- Reliability; and commitment to meeting project deadlines and producing deliverables on time and to a high quality standard;
- Knowledge of fire management or related fields not required, but preferred.

Questions Related to the RFP

Please submit questions about this RFP by email to info@fireadaptednetwork.org. No questions will be accepted after the December 24th deadline.

Interviews/Presentations

Teleconference interviews may be scheduled as part of the review and selection process during the week of December 30, 2019. We will communicate with respondents about the interview process following the December 24, 2019 deadline.

Scope of Work

FAC Net is seeking a contractor to provide communications services including editing and author coordination for our weekly blog, website interfacing and marketing for those weekly posts; monitoring and moderation for SM channels (Facebook and Twitter) and editorial calendar management. We estimate that contractors will need to dedicate approximately 12 hours per week to this work between January and June 2020, completing the activities included in the work plan table as the primary scope of responsibility.

Activities	Details, Deliverables and Outcomes
Onboarding and orientation to the project and team	Brief orientation to FAC Net, comms strategy, tracking tools and systems.
Weekly project coordination with FAC Net staff	Coordination with FAC Net staff and key partners and authors. Project tracking via platforms established by FAC Net for team and project coordination.
Manage the editorial calendar in coordination with FAC Net staff	Manage the blog editorial calendar including soliciting blog posts and photos from members and staff, tracking calendar/managing schedule, and sending reminders.
Weekly blog post for www.fireadaptednetwork.org	Responsible for ~24 weekly blog posts on FAC Net's website. <ul style="list-style-type: none">• Work with authors--solicited by FAC Net--to refine posts on topics identified by FAC Net staff and partners.• Edit author's posts to ensure consistency with style guide and key messages (outlined in existing comms plan).• Post to www.fireadaptednetwork.org ensuring that new posts go live every Thursday morning.
Marketing and SM for blog posts and FAC Net resources	Share blog posts via FAC Net's established FB and Twitter channels, and on other SM as appropriate. Share posts with partner newsletters, organizations and networks to increase reach and readership of the content.

Proposal Format

Proposals should consist of two parts: a written proposal and budget/cost proposal for the scope of work. In less than three pages, please include the following information in your written proposal:

1. Company or freelancer name
2. Contact information
3. Brief description of your experience and qualifications (include details about all of your staff that will play a role in completing our scope of work)
4. Description of your approach to communications consulting projects
5. Description of your availability
6. Two – three professional references

Using up to two additional pages, please complete a budget/cost proposal for the project:

1. Provide hourly estimates for the duration of the contract for each activity outlined in the scope of work. **Any deviation from the provided scope of work should be clearly labeled and described in detail.**
2. Outline of your pricing structure and breakdown of fees by role/employee and task
3. Summarize your total bid for the scope of work

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