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Request for Proposals RBFF-11-C-226

The Recreational Boating & Fishing Foundation (RBFF) is seeking proposals from boating and fishing subject matter experts who have a demonstrated track record of writing and publishing content for consumer audiences.

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Attachments:

1. Proposal Cover Page

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I. REQUEST FOR PROPOSALS RBFF-11-C-226

The Recreational Boating & Fishing Foundation (RBFF) is seeking boating and fishing subject matter experts who have a demonstrated track record of writing and publishing content for consumer audiences.

II. SOLICITATION

Name/Address of Issuer:

Jessica Karazsia, Senior Marketing Manager
Recreational Boating & Fishing Foundation
500 Montgomery Street, Suite 300
Alexandria, VA 22314
Phone: (703) 778-5155
Fax: (703) 519-9565
E-mail: jkarazsia@rbff.org

Please contact Jessica with any questions you may have regarding this RFP.

Date of Issuance: March 18, 2011

Closing Date and Time: April 4, 2011 5:00 PM EST

III. BACKGROUND

RBFF is an independent, not-for-profit 501(c)(3) organization. Our organizational mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving, and restoring this nation's aquatic resources.

RBFF's funding is administered through the U.S. Fish and Wildlife Service (the "Agency") pursuant to a cooperative agreement between the Agency and RBFF. The original source of the funds, the Sport Fish Restoration and Boating Trust Fund, is comprised of excise taxes paid by manufacturers of fishing tackle and a consumer tax on motorboat fuel.

For more information about RBFF, please visit our organizational website at RBFF.org.

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IV. PROJECT NEED

RBFF uses marketing, outreach and education strategies to grow participation in recreational boating and fishing. Our programs successfully reach out to American consumers, creating public awareness and motivation to start and continue fishing and boating. Awareness is generated through consumer marketing strategies such as advertising and public relations and through building partnerships to leverage RBFF's awareness generating efforts.

Our national campaign, Take Me Fishing™, captures the excitement and memories associated with boating and fishing. It's a campaign with appeal across a broad range of audiences and a focus on action and awareness. The campaign blends the picturesque beauty of nature, the excitement of the sport and the idea of memories all into a single image, featuring a dynamic Web site and media buy, and a strategically important direct marketing program with state fish and wildlife agencies.

TakeMeFishing.org is the centerpiece of our national outreach campaign. We are currently expanding the content offered to make the website a livelier, more dynamic online destination updated with the latest news, information, and media about the fishing and boating industry.

Our objective is to continually deliver, in compelling ways, content that helps recreational fishers and boaters learn, plan and equip for a day on the water.

TakeMeFishing.org has a need for the following types of digital content to help achieve this objective:

- Blog content
- Web content
- E-Newsletters
- Tweets and Facebook Posts
- Fishington Messages & Discussions (Fishington is TakeMeFishing.org's social network)
- Podcasts & Video Vignettes
- Press Releases
- Other writing as assigned

We are looking for subject matter experts (writers) who can provide this kind of content that supports consumer engagement outreach efforts for the Take Me Fishing campaign.

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V. PROJECT SCOPE

Essential services will be provided on an as-needed basis from April 11, 2011 through March 31, 2012. Our content development plan includes:

- Expanding our blog from one blog to two blogs, one geared to recreational fishers and one geared to recreational boaters. Bloggers are expected to not only write at least once or twice weekly, but also provide accompanying audio, video, and/or graphical elements and make full use of repurposing and referencing existing content on TakeMeFishing.org. Sometimes assignments will be given; other times writers will be asked to enterprise under the direction of RBFF's Senior Marketing Communications Manager. In 2012, we plan to expand to four to five total blogs, each based on audience profiles that emerged from market segmentation research commissioned by RBFF in 2011.
- Enhancing overall web content aimed at stimulating fishing and boating awareness and participation, especially conservation-oriented content that serves RBFF stakeholders (U.S. Fish & Wildlife Service, Sport Fishing and Boating Partnership Council, State Fish & Wildlife Agencies, Fishing Related Conservation Organizations, and others).
- Providing content for RBFF newsletters, including the quarterly Angler's Legacy (which could become monthly in October 2011), and a forthcoming consumer engagement newsletter launching in January 2012, perhaps sooner.
- Lending an authentic voice to TakeMeFishing.org's Facebook and Twitter conversations on a daily basis, essentially serving as the voice of the Take Me Fishing campaign on social media. This includes seeding the discussions on our Facebook and Twitter social networks as well as our customized Fishington social network and group discussion boards with pertinent links, tips, and information in a way that fosters community.
- Creating podcasts and video vignettes featuring various topics, including "how-to's", water excursions, and interviews with fishing and boating industry professionals and sportfishermen/women.
- Writing keyword rich, direct-to-consumer news releases on a potentially weekly basis with embedded links to drive consumers to specific content on TakeMeFishing.org.

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VI. CONTRACTOR QUALIFICATIONS

Writers/subject matter experts should possess:

1. 5+ years' experience editing/writing, including for online audiences
2. a strong knowledge of the fishing and boating industry
3. an ability to write heds and deks, as well as select and gather digital artwork and photos and write captions
4. an ability to produce and edit audio and video a major bonus
5. a grasp of how digital content and social media is used to foster online (and offline) community
6. ability to work independently and meet deadlines
7. samples that demonstrate writing ability, especially for the fishing and boating industry (blogs, newsletters, news articles, web content, social media postings, press releases, etc.)

VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

Issue RFP:	March 18, 2011
Proposal Due Date:	April 4, 2011 5:00 PM EST
Final decision and vendor notification:	April 8, 2011
Contractor begins work:	April 11, 2011

VIII. PROPOSAL REQUIREMENTS

At a minimum, the proposal should include the following elements:

1. Completed Proposal Cover Page.
2. Description of how you meet the "Contractors Qualifications" outlined in Section VI. Examples of previous work that is similar to the work required here are requested.
3. List of clients for whom you have performed similar work within the last two years. Please provide 3 client references that RBFF may contact.
4. Professional background and history, experience, and other relevant information.
5. Detailed pricing plus any variations for different levels of service.

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Applicants must submit proposal in the form of three (3) hard copies, printed on recycled paper, and one electronic copy. Hard copies should not be bound permanently with staples; instead, use any type of removable clip (i.e., binder clip). Proposals should be prepared simply, providing a straightforward, concise description of the Contractor's ability to meet the requirements of the RFP.

Both the electronic copy and the three (3) hard copies must be received April 4, 2011 5:00 PM EST for consideration. Late proposals will not be accepted.

IX. EVALUATION FACTORS FOR AWARD

Basis for Award

The award will be made to the applicant that conforms to the RFP's requirements and is judged to represent the best value to RBFF. Best value is defined as the proposal that presents the best overall value to RBFF, cost and other factors considered, and which presents the most advantageous offer. Such offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.

Evaluation Criteria

Applicants are cautioned that this is a best-value procurement and that best-value concepts apply to this solicitation. In making its best-value determination, RBFF may award a contract resulting from this solicitation to the responsible applicant whose offer conforming to the solicitation will be the most advantageous to RBFF, price and other factors considered. RBFF shall give due consideration, as appropriate, to the overall merits of the proposal (including the relative advantages and disadvantages to RBFF), the experience of the Contractor, the cost of the proposal, and the needs of RBFF. Preference, to the extent practicable and economically feasible, shall be given for products and services that conserve natural resources and protect the environment and are energy efficient.

Applicants are cautioned that discussions may not be held and that RBFF may award the contract solely on the initial proposals. Accordingly, applicants should put forth their best efforts in their initial submission. However, RBFF reserves the right to conduct discussions if later determined by RBFF to be necessary. RBFF may reject any or all offers if such action is in the best interest of RBFF; accept other than the lowest offer; and waive informalities and minor irregularities in offers received.

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X. SPECIAL REQUIREMENTS

Federally Imposed Obligations

RBFF has entered into a cooperative agreement with the U.S. Fish & Wildlife Service, the general provisions of which are the Administrative and Audit Requirements and Cost Principles for Assistance Programs cited in 43 CFR, part 12, which incorporate OMB Circulars A-110, A-122 and A-133 by reference. Inspection, acceptance and procurement are governed by these requirements and principles. The successful applicant will be required to assume all applicable pass-through obligations imposed by the cooperative agreement, such as compliance with federal equal employment opportunity requirements and debarment and suspension certifications.

Accounting Records

All accounting records of the successful applicant relating to its performance under this award shall be kept in a manner that is consistent with generally accepted accounting principles as well as any applicable provisions of OMB Circular A-133, "Audits of States, Local Governments, and Non-Profit Organizations" and OMB Circular A-122, "Cost Principles for Nonprofit Organizations," and 48 CFR part 31, "Contract Cost Principles and Procedures." Upon reasonable notice to Contractor, RBFF, the U.S. Fish & Wildlife Service, the Comptroller General of the United States, and any of their duly authorized representatives shall have access to any books, documents, papers and records of Contractor that are pertinent to this award and have the right to audit and copy such materials during the term of this award and for a period of three (3) years after its termination or expiration.

Applicant Reimbursement and Compensation Policy

RBFF will not reimburse or compensate applicants for any time, fees and costs incurred while developing their proposals. Additionally, if an applicant is asked to present its proposal in person, RBFF will not reimburse or compensate the applicant for any fees related to the presentation, including but not limited to staff time, travel and out-of-pocket costs. RBFF will not compensate any applicant for time or fees incurred while negotiating a contract.

Use of Metric System

To the extent practicable and economically feasible, all accepted products and services shall be dimensioned in the metric system of measurement.

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Ownership of Work Product

- A) The successful applicant will be required to acknowledge that it has been ordered or commissioned to create or prepare a work consisting of the work effort and work product set forth herein and agree that this work is a “work made for hire,” and that the applicant shall have no rights to title or interest in and to the work, including the entire copyright in the work or all rights associated with the copyright. The applicant will further be required to agree that to the extent the work is not a “work made for hire,” the applicant will assign to RBFF ownership of all right, title and interest in and to work, including ownership of the entire copyright in the work and all rights associated with the copyright, and will execute all papers necessary for RBFF to perfect its ownership of the entire copyright in the work. The applicant will not have rights to or permission to use the work without the prior written permission of RBFF.
- B) By responding to this RFP, the applicant acknowledges and agrees that all deliverable documentation under this RFP (and subsequent contract) will be transferred to the U.S. Government in accordance with RBFF’s government contract. If the applicant intends to submit a notice of limited rights in technical data regarding any delivered technical data to RBFF, the notice shall include sufficient information to enable RBFF to identify and evaluate the applicant’s assertions.

Original Work

The successful applicant will be required to represent and warrant that the work the applicant creates or prepares for RBFF will be original, will not infringe upon the rights of any third party, and will not have been previously assigned, licensed or otherwise encumbered.

Public Releases

Except as required by law or regulation, no news release, public announcement or advertising material concerning any subsequent contract awarded pursuant to this RFP shall be issued by any applicant without the prior written consent of RBFF; such consent shall not be unreasonably withheld.

Applicants are also directed to OMB Circular No. A-133, Audits of Non-Profits, in particular the Government’s potential right to audit the Contractor’s records under §§ .200 and .210 (OMB Circular No. A-133 is hereby incorporated by reference). A copy of OMB Circular A-133 is available from RBFF upon request, or can be downloaded from

<http://www.whitehouse.gov/omb/circulars/a133/a133.html>.

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**PROPOSAL COVER PAGE
(All applicants must submit this completed form with their proposal.)**

RFP Number	
Company Name (if applicable)	
EIN or Social Security Number	
Contact Name & Title	
Mailing Address	
Telephone	
Facsimile	
E-mail address	
Website address	
Proposed cost	