



Request for Proposals

Communications support for the National Firewise Communities Program

The National Fire Protection Association (NFPA) is seeking proposals from qualified public relations professionals/firms to provide communications support to the National Firewise Communities Program June 1, 2009- December 31, 2009.

Background

The National Firewise Communities program is a multi-agency effort designed to reach beyond the fire service by involving homeowners, community leaders, planners, developers, and others in the effort to protect people, property, and natural resources from the risk of wildland fire - before a fire starts.

VISION: Wildland fires can occur in areas of residential development without the occurrence of disastrous loss.

MISSION: To promote community-wide responsibility in the use of technology, policy and practices that minimize the loss of life and property to wildland fire independent of fire fighting efforts.

The Firewise Communities approach emphasizes community responsibility for planning in the design of a safe community as well as effective emergency response, and individual responsibility for safer home construction and design, landscaping, and maintenance.

The national Firewise Communities program is intended to serve as a resource for agencies, tribes, organizations, fire departments, and communities across the U.S. who are working toward a common goal: reduce loss of lives, property, and resources to wildland fire by building and maintaining communities in a way that is compatible with our natural surroundings.

Member Agencies

NFPA's Firewise Communities program receives advice and guidance from the National Wildfire Coordinating Group's (NWCG) Wildland/Urban Interface Mitigation Committee (formerly Working Team, comprise of wildland fire organizations and federal agencies responsible for wildland fire management in the United States. The Mitigation Committee includes representatives from:

- USDA Forest Service
- USDI Bureau of Indian Affairs
- USDI Bureau of Land Management
- Federal Emergency Management Agency
- US Fire Administration
- International Association of Fire Chiefs
- National Association of State Fire Marshals
- National Emergency Management Association
- National Fire Protection Association
- State forestry organizations

Tasks

NFPA is seeking proposals from public relations professionals who will perform the following:

- Monitor local, state, national and online media (including social media) for Firewise and wildfire press mentions and provide and distribute weekly summaries to team members and subscribers, track the number of mentions, catalog, and archive articles for later use and research.
- National media outreach to gain greater visibility and coverage of Firewise activities
- Trade publication media relations to increase coverage of Firewise activities
- Manage the Firewise online press room by providing timely, relevant copy for reporters and others as well as maintaining and updating the news archives and other sections of the press room.
- Provide communication support for Firewise activities such as:
 - Press and presentation preparation support for 14 state meetings that will occur in 2009 (press release, Powerpoint presentations, key messages, etc.)
 - Press release template packages
 - Press releases to announce various Firewise programs, initiatives, milestones
 - Communication support for awards programs (template letters and press releases, etc.)
 - Writing support for promotional materials
 - Communication support for Firewise social media efforts (MyFirewise.org, chat room) to increase participation
 - Communication support for partnership with CA Fire Safe Council (message development, press releases, etc.)
 - Press release distribution
 - General writing support

Evaluation of RFP

NFPA will evaluate RFP's based on the following criteria:

- Knowledge of local, state and national media opportunities pertaining to wildfires
- Proven track record in achieving measurable results from a public awareness campaign
- Experience with traditional as well as social media tactics in communications
- Cost effectiveness
- Quality of staff

Project Costs

The budget for this scope of services is not to exceed \$100,000. This sum is inclusive of all agency costs and expenses.

Timeline

The project will begin June 1 and run for 6 months ending December 31, 2009.

Deadline for Proposals

All proposals must be submitted by 5:00 pm on Friday May 29, 2009. Proposals should be no longer than three pages and include qualifications of staff who will perform the tasks as well as two client references.

Please send to:

Lorraine Carli, Vice President of Communications

NFPA

1 Batterymarch Park, Quincy, MA 02169

lcarli@nfpa.org

Questions: Contact Lorraine Carli at 617-984-7275