



USO DRTV MEDIA BUYING RFP
REQUEST FOR PROPOSAL
Document Reference USO-DRTVMEDIA2025

January 17, 2025

KEY DATES	
RFP Posted Online	1/17/2025
Request for Proposal Released	1/24/2025
Deadline for Questions	1/31/2025
Q&A Shared with all Vendors	1/27/2025
Deadline for Proposals	2/10/2025
Target Week for Presentations	2/17/2025
Projected Award Date	2/24/2025
Projected Start Date	3/03/2025

After reviewing this document, if you wish to participate in the RFP, please download and complete the [RFP Vendor Participation Request Form](#) prior to the Release date.

Once the RFP has been released, we can no longer accept new vendors to participate.

*Please note, you must download the request file and open with Adobe. It will not function properly if opened in your web browser.



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ABOUT THE USO

For the people who serve. Since 1941, the USO — a private, nonprofit organization — has served the people of the U.S. military, and their families, throughout their time in uniform – from the moment they join, through their deployments and as they transition back to their communities.

Today's service members need the care, comfort, connection and support that can only be provided by an organization that is with them at every point of their military journey, wherever they serve. The USO is continuously adapting to the needs of our men and women in uniform and their families so they can focus on their important mission.

Although the USO is a congressionally chartered organization and works in close partnership with the Department of Defense (DoD), the USO is not part of the federal government.

We are a family of volunteers, sustained by the charitable contributions of millions of generous Americans and united in our commitment to support America's service members by keeping them connected to the very things they've sworn to defend – family, home and country. Our work is America's most powerful expression of gratitude to the men and women who secure our nation's freedoms.

The USO remains dedicated to expanding access to USO centers and programs around the world, increasing annual service connections and boosting transition services for our service members and their families throughout their time of duty. In every corner of the world, our service members will know that the USO is always by their side.

USO meets all 20 Better Business Bureau Standards for Charity Accountability and is a gold-level GuideStar Exchange participant, demonstrating its commitment to transparency.

For more information, visit www.uso.org/about



PROJECT SUMMARY

The USO is committed to investing in a balanced fundraising portfolio including the acquisition of sustaining (monthly) donors across a variety of channels. DRTV is considered a crucial part of the expansion of this portfolio and is seeking an Agency partner to perform the following services for its sustainer acquisition program:

The successful DRTV media buying team will

- Propose an initial media strategy designed to cost-effectively generate sustaining donors at scale. This plan will identify and recommend initial stations and outlets for testing, project the expected inbound volume, and provide crucial reporting of the program's performance, while continuously optimizing the media plan on a weekly basis.
- Conduct testing across traditional cable, satellite, syndication, etc. outlets over a period of 3 months. In the event initial KPIs are met, the program may be funded to continue beyond the initial phase. CTV and online options for DRTV are not being considered as part of this test.
- Provide visibility into performance, data that drives decision making and other industry performance trends relevant to this DRTV media test.

PURPOSE

The USO expects to make one award under this RFP. The period of performance is **3/3/2025 – 6/30/2025**

The anticipated contract award date is approximately **2/24/2025**

This will be a **Time and Materials contract**. All labor will be delivered through a **Time and Materials Contract**. Any related travel expenses required to support the contract if encountered in the course of this contract will be billable on a cost reimbursable basis with no fee. The Vendor will operate at the direction of and receive guidance from the USO.

Anticipated funding for this project will be between **\$600,000 and \$700,000**

The USO reserves the right to make no award or to cancel the RFP.

Submission Deadline

All proposals must be submitted no later than 5 pm (ET) on 2/10/2025.



SCOPE OF WORK (SOW)

The Vendor selected will be responsible for performing all tasks and subtasks listed below, as well as additional tasks to be assigned, and mutually agreed upon deliverable dates.

Tasks and Subtasks

1. Test Strategy Development, including:
 - a. Initial competitive environment analysis
 - b. Recommended stations for airing
 - c. Weighted media plan
 - d. Weekly spending level
 - e. Recommended airing cadence
 - f. Expectation of performance, and how long it will take to achieve desired performance
2. Test: 90 Day In-Market Phase
 - a. Place media buys for the purpose of generating monthly donors
 - b. Ongoing monitoring of performance against donor acquisition goals
 - c. Continuous adjustment and course correction as deemed necessary by Agency and/or USO
 - d. Analysis of results including weekly reporting against predetermined goals, advice on remediating poor performance, and direction for the next weekly media buy
 - e. Provide program, research and other information in a clear, complete manner to be consumed by a team that may be unfamiliar with DRTV terminology and practices
3. A document with an overview of the prior year’s performance will be shared with agencies who opt in to the RFP process.

KEY DELIVERABLES

The Vendor shall provide the following deliverables according to the tentative time frames identified in the tables below. Final time frames will be negotiated post-award between the Vendor and the USO.

SOW and/or Task Specific Deliverables	Timing
1. Prepare a competitive media landscape for review by USO team	On or before four weeks prior to launch
2. Prepare and present a media plan for testing two :120s in Q2 2025	Two weeks prior to launch
3. Provide ongoing monitoring, optimization and reconciliation of media buy throughout duration of the test. Weekly meetings to review results with USO.	Ongoing
4. Generate sustaining (monthly) donors at a cost per donor set by the USO	Achieve targets set forth in the discussion on or before 06/30/2025



SOW DETAILS FOR PROPOSAL SUBMISSION

Technical Proposal

- Describe a plan to provide, prioritize, and manage the tasks included in the Scope of Work. Describe the knowledge, experience, and capabilities related to provision of the range of support needs described.

Statement of Understanding

- State a clear understanding of the mission of the USO and this project.

Technical Solution

- Describe your proposed approach to each requirement included in the Scope of Work.

Management Approach

- Describe a plan to manage the operation to ensure successful program support, including program management, financial resources or ability to obtain them, equipment and facilities, quality assurance, internal controls, and staffing.

Management Plan

- Describe the overall plan for organizing, staffing, and managing the tasks required by the SOW. Indicate how roles and responsibilities will be divided, decisions made, work monitored, and quality and timeliness assured.
- Explain how this management and staffing plan will enable the Vendor to start projects quickly, conduct multiple projects concurrently, complete complex tasks within narrow time periods, and assure quality of products

Proposed Project Team Members

- List proposed project team staff, subcontractors, and consultants. Identify key personnel. For key personnel, state of level of effort.
- Provide resumes for all proposed team members. Include proposed job title and a brief description of qualifications, including education and experience. Resumes should be no longer than two pages.
- Describe how the individual expertise of each proposed team member and the combined, complementary expertise of the project team are appropriate for supporting each of the requirement sections of the RFP.

Subcontracting plans

- If the proposal includes subcontractors, we encourage large businesses to meet federal small business, labor surplus area, and minority business requirements.
- If applicable, please provide a description of planned usage of subcontractors

Corporate Qualifications

The work described in this RFP must be performed quickly and meet exceptionally high-quality standards. It is essential that the Vendor demonstrate the technical and subject-matter expertise to design and conduct the activities described in the Scope of Work and to put qualified staff in place to begin work rapidly. The Vendor must also have the ability to organize and manage resources and personnel effectively.

- Describe projects that are currently being managed.
- Provide a discussion of directly relevant technical and substantive experience, including a list of prior, similar projects.

Past Performance

It is essential that the Vendor demonstrate the previous experience required to design and conduct the various activities described in the Scope of Work. Of particular interest is experience in responding to similar requests from other non-profit or continuity clients in the commercial space.



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- Identify up to three existing projects or projects completed within the last five years that are consistent in scope, nature, and effort for non-profit or commercial continuity program clients
- For each selected project, submit a synopsis of work performed (no longer than two pages). Provide information on the problem(s) you were hired to solve, the challenges facing the solution, and how you achieved success for your clients.
- Please provide KPIs used in evaluating the performance of the campaigns. If exact numbers cannot be shared due to privacy concerns, please note the KPI and whether or not it was achieved.
- While the direct application of an attribution model is currently out of scope for this RFP, we would be interested in learning more about how an attribution model may have been applied in either the above referenced campaigns or prior work.

Cost Proposal

Provide a quote that supports the entire Scope of Work, including all expected expenditures and fees. If travel is required, it will be reimbursed, at cost, according to USO travel guidelines (based on federal travel regulations).

- **Pricing by Task** – agency compensation is expected to take the form of media commission for buys placed.
- **Brief budget narrative** (no more than 2 pages) may be included to clarify unusual budget items or calculations.

TERMS AND CONDITIONS

Coupa Sourcing Management Software

This RFP will be hosted using Coupa Sourcing Management Software. The Vendor is required to use Coupa Sourcing for all communication and submissions related to this RFP. The USO will provide the Vendor with all necessary tools to access the Coupa Sourcing Management Software.

Furnishing of Equipment/Property

The Vendor shall furnish its own office, equipment, personnel, and technology.

Place of Performance

With the exception of travel and/or specific requirements as outlined in the RFP that relate to the Scope of Work and/or Task Deliverables the Vendor is required to provide the facilities necessary to execute the SOW. The Vendor shall choose its staff or acquire the necessary personnel support and provide suitable work facilities.

Hours of Service

The Vendor shall be available Monday through Friday, between 8:30 am and 5:30 pm (ET). USO has regular observance of federal holidays: New Year's Day; Birthday of Martin Luther King, Jr.; Washington's Birthday; Memorial Day; Juneteenth; Independence Day; Labor Day; Veterans Day; Thanksgiving Day; Day after Thanksgiving Day and Christmas Day.

Insurance

The Vendor, at its own expense, shall provide and maintain the general liability insurance in support of an awarded contract for the entire duration, including option years, with \$1 million minimum coverage and up to \$3 million or at a level required and relevant to the project requirements. The Vendor assumes absolute responsibility and liability for any and all personal injuries or death and/or property damage or losses suffered due to negligence of the Vendor's personnel in the performance of the services required under this contract.

Non-Disclosure Agreement

The Vendor shall not release any sensitive, confidential, or proprietary information without prior written approval from the USO. At the time of the contract award, the Vendor may be required to sign a Nondisclosure Agreement (NDA), and at each subsequent option year, if applicable and exercised.



Organizational Conflict of Interest

The Vendor agrees to disclose any conflicts of interest on the part of the Vendor that has the potential to bias or has the appearance of biasing its obligations under this RFP. Vendor warrants that there is no undisclosed conflict of interest in Vendor’s other contracts or agreements or other employment or in the operation of the Vendor’s business with the proposed services to be performed under this RFP.

Compliance

Upon the request of employees or other persons with disabilities participating in official business, the Vendor must arrange necessary and reasonable accommodations for the impaired individual(s) per Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794 (d)).

Please note the USO requires providers to sign a USO Master Services Agreement.

PROPOSAL EVALUATION CRITERIA

The USO will evaluate proposals in compliance with the Scope of Work and requirements stated in this RFP. An award may be made to the Vendor who proposes the best overall value for the USO as determined by USO in its sole discretion. The USO will consider the evaluation factors indicated below. See Submission Guidelines (below) for a description of the categories.

The USO reserves the right to reject proposals that are unreasonable low or high in price. The price will be determined with regard to the fulfillment of the requirements listed in the Scope of Work.

Category	Weight of Rating Factor
Technical Solution	10%
Management Plan & Approach	30%
Past Performance	40%
Cost (must be at least 20%)	20%

The USO will assign the following evaluation scores:

- **Outstanding** – The Vendor has demonstrated that there is a high probability of success in a combination of past results, low risk, and professional distribution of services.
- **Good** – The Vendor has demonstrated that there is a good probability of success in a combination of past results, moderate risk, and professional distribution of services.
- **Satisfactory** – The Vendor has demonstrated that there is a moderate probability of success in a combination of past results, moderate risk, and professional distribution of services.
- **Fair** – The Vendor has demonstrated that there is marginal probability of success in a combination of past results, marginal risk, and professional distribution of services.
- **Poor** – The Vendor has not demonstrated that there is a reasonable probability of success in this services-based effort.



SUBMISSION GUIDELINES

The USO utilizes **Coupa Sourcing** for all Vendor Bidding

Acceptance of Coupa Sourcing Event

- Click on the link provided in the email invite from Coupa Sourcing
- Download **Coupa Step-by-Step Documentation**
- Download and review **RFP Document including the Terms and Conditions**

Attachments

- Download RFP Response Forms

Forms

- Upload completed RFP Response Forms

Items and Services

- Enter total proposed cost

POST-SUBMISSION INFORMATION

Vendor Proposal Down Select

Using the evaluation factors and scoring stated within Proposal Evaluation Criteria of this RFP, the USO reserves the right to down select the submitted vendor proposals for the opportunity to provide an oral presentation.

Withdrawal or Modification of Proposals

A Vendor may modify or withdraw its proposal on or before. This is done through Coupa Sourcing.

Late Submissions

Late proposals, requests for modification, or requests for withdrawal shall not be considered.

Best and Final Offers

Subsequent to receiving the original proposals, USO reserves the right to notify all technically acceptable Vendors within the competitive range and to provide them an opportunity to submit written best and final offers (BAFOs) at the designated date and time. This will be done through Coupa Sourcing "Messaging" tool.

BAFOs shall be subject to the late submissions, late modifications, and late withdrawals of proposals provision of this RFQ. After receipt of a BAFO, no discussions shall be reopened unless the

USO determines that it is in the USO's best interest to do so (e.g., that information available at that time is inadequate to reasonably justify Vendor selection and award based on the BAFOs received). If discussions are reopened, the USO shall issue an additional request for BAFOs to all technically acceptable Vendors still within the competitive range.

At its discretion, the USO reserves the right to also invite Vendors who are technically acceptable to make a presentation to the USO on the proposed effort for technical and management approaches identified in the submission. The USO will notify Vendors who meet the qualifications and provide the date, time, and format for the presentation.

This RFP does not commit the USO to engage in any business transactions or enter into any contractual obligations with Vendors.

Retention of Proposals

All proposal documents shall be the property of the USO, retained by the USO, and not returned to the Vendors.

POST-AWARD INFORMATION

Anticipated Award Date

The anticipated notice of award date is **2/24/2025**



Post-Award Conference/Kickoff Meeting

Upon notice of award, the USO will coordinate an award kickoff meeting within 7 days with the Vendor. The date, time, and location will be provided at the time of the award.

Notice to Proceed

Immediately upon receipt of notice of award, the Vendor shall take all necessary steps to prepare for performance of the services required hereunder. The Vendor shall have a maximum of 10 calendar days to complete these steps.

Following receipt from the Vendor of acceptable evidence that the Vendor has obtained all required licenses, permits, and insurance and is otherwise prepared to commence providing the services, the USO shall issue a Notice to Proceed.

On the date established in the Notice to Proceed (this notice will allow a minimum of seven calendar days from the date of the Notice to Proceed unless the Vendor agrees to an earlier date), the Vendor shall start work.

Period of Performance

The performance period of this contract is from the start date established in the Notice to Proceed and continuing for a one-time project-based effort. The initial period of performance includes any transition period authorized under the contract.

Documentation Requirements

The Vendor may be required to provide documentation to support its legal ability to operate facilities in the United States.

Basis of Compensation to the Vendor

The USO expects to award a variable cost-plus type contract for the SOW and budget that is proposed; negotiated with the USO during the contract award or the Best and Final Offer process; and listed in the agreement executed between the organizations. Any Vendor quality issues that result in the re-drafting of work or increased labor required to meet deliverables during the performance of the contract are the financial responsibility of the Vendor, and re work will be done at the Vendor's expense.

Billing and Payment Procedures

The USO currently utilizes electronic invoicing. Invoices shall be provided to the USO on a monthly basis by submission to "Coupa Supplier Portal". Instructions on accessing the portal will be provided post-award.

Debrief – Post-award

The Vendor(s) not selected may receive a post-award debriefing provided a written request is submitted to procurement@uso.org within three calendar days from the Notice of an Award. At the USO's sole discretion, the debriefing will be provided verbally.

Protests/Appeals

USO is not a government agency and therefore, USO's procurement decisions, including awards and decisions not to award, resulting from requests for procurement, requests for quotes, requests for information, or other procurement processes, are made in USO's sole discretion and are not subject to protest or right of appeal.