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**National Forest Foundation and USDA Forest Service  
Joint Awareness Campaign  
Request for Quotes  
National**

**Background and Statement of Work** This document is a Request for Quotes (RFQ) for a Creative firm's services for the National Forest Foundation (NFF).

**Organization**

The National Forest Foundation works on behalf of the American public to inspire personal and meaningful connections to our National Forests. By directly engaging Americans and leveraging private and public funding, the NFF leads forest conservation efforts and promotes responsible recreation. Each year the NFF restores fish and wildlife habitat, facilitates common ground, plants trees in areas affected by fires, insects, and disease, and improves recreational opportunities. The NFF believes our National Forests and all they offer are an American treasure and vital to our communities' health. Learn more at [nationalforests.org](http://nationalforests.org).

**Background of Project**

The "It's All Yours," (IAY) campaign was originally created in 2015 for the narrow purpose of reaching audiences watching either onsite or online the World Alpine Ski Championships held on the White River National Forest. The partners in the initial development of the campaign included Vail Resorts, The National Forest Foundation (NFF), and the USDA Forest Service (Forest Service).

Based upon the initial success, in May of 2015, the Washington Office, Deputy Chief of National Forest Systems, asked the partners to broaden the campaign, taking it nationally as soon as possible. To that end, the NFF and Forest Service worked with SPIN Creative to expand the messaging to include exploration, education, and stewardship, resulting in:

"National Forests, It's All Yours - Go Play - Go Discover - Go Beyond"

The intent was to inspire connection for all people to "their" public lands. Specifically, that a simple connection and action of hiking, fishing, camping, etc. (Go Play) could inspire people to learn more and seek out more information (Go Discover) and finally that in this process of developing connection and interest in these unique places, they would commit more deeply to the land and consider getting engaged in caring for the land (Go Beyond).

This campaign was widely used and successful in creating connections online and at numerous events. Multiple assets (stickers, postcards, educational worksheets, banners, tents) were created for Forest Service units to employ for outreach events. In 2018, a 3.5-minute video was launched at Outdoor Retailer that featured a series of world-class outdoor athletes to launch the expanded campaign. In two weeks, it garnered over 2 million views. This video also received some criticism, including that it did not reflect grassroots organizations and was not relatable to a number of

viewers. In response to this feedback, the NFF and Forest Service began actively seeking feedback to delve into cultural and historic perspectives around IAY and its meanings.

From these discussions, the IAY partnership also learned that the language of the campaign unintentionally disrespected tribal communities with a deep connection to the land. In addition, the IAY language, imagery, video, and stories were not adequately inclusive of a broader range of communities. It was a humbling learning experience.

In 2020, as part of a broader national reckoning on racial inequities, the NFF paused the campaign to further expand its learning experience by beginning internal work to advance diversity, equity, and inclusion (DEI) within its own organization. This journey is ongoing and informs the NFF's desire to align its external messaging with its internal DEI improvements.

The NFF and Forest Service took the opportunity to listen, learn, respect, and connect with the diverse range of communities that National Forests and Grasslands serve, resulting in a re-envisioned awareness campaign with more welcoming language, imagery, messaging, and storytelling advancing an inclusive culture on public lands. We began the process of developing a new campaign by engaging with Ascent Inclusion Consulting (a group specializing in diversity, equity, and inclusion) in fall 2021.

The process started with a facilitated conversation with the Snoqualmie Indian Tribe, as well as two separate on-line meetings with a diverse focus group and a contracted creative team. Additionally, we engaged in conversation and gathered feedback from Forest Service programs including alignment with the agency's cultural journey and practice in *This Is Who We Are*. We engaged in dialogue with external partners such as the Next 100 Coalition and the American Indian, Alaska Native Tourism Association (AIANTA), as well as the Snoqualmie Indian Tribe and others from the initial conversations.

In March 2023, the working group presented the campaign purpose and objectives to nearly 30 tribal nations through the Forest Service Tribal Forum, with an invitation to provide feedback on draft creative.

Based on these engagements, we are seeking a creative team to develop campaign messaging; using the power of storytelling by passing the microphone; and choosing messengers (campaign ambassadors) thoughtfully.

### **Creative Firm Goal**

To imagine and create campaign concepts and assets that awaken and strengthen all people's connection to National Forests and Grasslands through a relatable and inspirational campaign that encourages respectful and mindful experiences.

### **Information Requested**

If interested in this project, please provide a quote for the above statement of work by providing approach, work experience, and cost. Please also include your capacity for this project and efficiency in other inclusive, awareness campaign projects in the past, if any.

This is a request for quotes only and quotations furnished are not offers. This request does not commit the National Forest Foundation to pay any costs incurred in the preparation or submission of the quotation or to contract for supplies or services.

## General Specifications

- (a) Description of Work – This Request for Quotes is for restoration services related to awareness campaign, including the following:
1. Meet with key working group weekly;
  2. Craft an innovative, authentic, and inclusive creative concept for the awareness campaign;
  3. Build in feedback mechanisms for key interest groups, including tribal communities.
  4. Deliver creative assets that support the new concept, including updated campaign tag line, imagery, messaging, website content, social media toolkits, video, graphic components, swag and printed materials.

The Contractor shall identify which they can supply in terms of materials, labor, equipment, supplies, supervision, quality control, and incidentals required to complete the work described. The Contractor shall perform all work in a safe and conscientious manner.

- (b) Project Location – remote

- (c) Work Schedule –

1. June 19, 2023 – finalize contracts, kickoff work
2. June - October 2023 - creative process, feedback, deliverables
3. November 2023 – campaign launch

## Pricing Schedule

Contractor shall price work according to the schedule below. Prevailing wages are required per conditions of funding sources.

Description	Unit	Unit Cost	Quantity	Total Cost
<b>Campaign Concept and Framework</b>	1			
<b>Call to Action/Messaging</b>	1			
<b>Content (video, imagery, graphics)</b>	1			
<b>Social media toolkits</b>	1			
<b>Swag and Print Materials</b>	1			

## Contractor Qualifications

- (a) Past Experience – Please provide a brief explanation of previous work experience with land management agencies.

## **Insurance Requirements**

Upon selection of the winning bid, chosen contractor will be asked to affirm that it has and shall maintain State minimum workers' compensation insurance coverage for its employees, if any. The selected contractor shall also maintain broad form general liability, property damage, and automotive liability insurance in the minimum amount of \$1,000,000 for bodily injury, death, or damage to property of any person and \$2,000,000 for bodily injury, death, or damage to property of more than one person. The Contractor shall name NFF an Additional Named Insured and provide NFF with documentation evidencing such coverages.

## **Quote Submission**

Submit bids via email to [ccoleman@nationalforests.org](mailto:ccoleman@nationalforests.org) by Friday, May 26, 2023 at 5 pm PST.

## **Structure of Response**

For a formal response to the RFQ, please send a soft copy by email. Should the soft copy of the response be larger than 10MB, email us for instructions.

## **Clarification of Queries**

Please contact Colleen Coleman with any questions. Clarification should be resolved before submitting your response. Answers will be made available for all other interested contractors.

## **RFQ Response:**

Responses should include, but are not limited to:

- Credentials presentation on your firm
- Examples of any work you have done that is relevant to campaigns for nonprofit and government agencies
- Insight into your ideas that will drive us to our ultimate goal –creating and sustaining a more inclusive outdoors, specifically on National Forests and Grasslands
- Your company's competitive advantage; why the NFF should partner with your firm

## **RFQ Presentations**

This RFQ is the first phase of our approach. After reviewing the quotes we receive, we will identify a subset (likely two) to present concepts and solutions via Teams (~60 minutes). From there, we will promptly make our decision.

## **Timeline**

Monday, May 8 – RFQ is posted and shared

Friday, May 26, 5:00 PM (PST) – Quotes due

Friday, June 2 – Final candidates notified and invited to present

June 8 and 12 – Final candidate presentations

**Contractor Selection Process**

Based on the outcomes of the selection process, the NFF will notify successful and unsuccessful bidders by Friday, June 16, 2023 and will prepare a separate contract document.

**Point of Contact**

For questions about the details of producing the bid, please contact:

Colleen Coleman, Communications and Marketing Director  
Building 27, Suite 3, Fort Missoula Road, Missoula, MT 59804  
ccoleman@nationalforests.org / 360.516.7071