

**Paid Digital Advertising End-of-Year Giving Campaign  
Request for Quote  
National Forest Foundation**

**Background and Statement of Work:** The National Forest Foundation (NFF) is requesting quotes from agencies interested in helping launch a paid digital advertising campaign for our end-of-year giving appeal. Our goal is to raise funds towards our unrestricted fundraising efforts. We are looking for an experienced agency that has a proven track record of success in creating effective campaigns that drive results. The agency should also provide a comprehensive analysis of our target audience, the competitive landscape, and industry trends to ensure that we reach the right people with the right message. We believe that with the right expertise, we can make a significant impact towards our fundraising goals. By working with the NFF, you'll be contributing to a noble cause that seeks to support our national forests and grasslands, which are vital to our environment and the communities that surround them. Your efforts will help us reach more people who share our passion for these public lands. We believe that with your help, we can make a real difference and have a positive impact on the world around us.

**Information Requested**

If interested in this project, please provide a quote for the above statement of work by providing the approach, work experience, and cost. Please also include your capacity for this project and efficiency in paid digital advertising campaigns 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 the submission of the quotation or to contract for supplies or services.

**General Specifications**

- (a) Description of Work – This Request for Quotes is for a paid digital advertising campaign related to our end-of-year giving appeal, including the following:

**Audit/Analysis**

1. Comprehensive analysis of our target audience, the competitive landscape, and industry trends.

**Plan and Creative Development**

2. Build a plan in platforms and creative development.

**Launch and Optimization**

3. Ensure successful launch.
4. Adjust as needed with optimizations.

**Data Collection and Reporting**

5. Collect data and develop reports.
6. Final reporting.

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 – Work to begin in late November 2023.

**Pricing Schedule**

Contractor shall price work according to the schedule below.

Description	Unit	Unit Cost	Quantity	Total Cost
<b>Audit/Analysis</b>	LS		1	
<b>Plan and Creative Development</b>	LS		1	
<b>Launch and Optimization</b>	LS		1	
<b>Data Collection and Reporting</b>	LS		1	

**Other Project Requirements and Specifications**

(a) Specifications – Project work shall be accomplished in accordance with the following:

- Industry best practices

**Contractor Qualifications**

(a) Past Experience – Please provide a brief explanation of previous similar or related work experience.

**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.

### **Prohibited Telecommunications Services and Equipment**

The Contractor is responsible for compliance with the prohibition on certain telecommunications and video surveillance services or equipment identified in 2 CFR 200.216.

### **Quote Submission**

Submit bids via email to [ccoleman@nationalforests.org](mailto:ccoleman@nationalforests.org) by November 27, 2023.

### **Contractor Selection Process**

The NFF may use the Evaluation Factors below to review each submitted bid. Based on the outcomes of that selection process, the NFF will notify successful and unsuccessful bidders by November 30, 2023 and will prepare a separate contract document.

- Price
- Previous Work History
- References

### **Point of Contact**

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

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