National Forest Foundation

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Request for Proposals

Face to Face Canvassing

NFF Background:

The National Forest Foundation (NFF) is a congressionally chartered nonprofit organization with the simple mission of bringing people together to restore and enhance National Forests and Grasslands. The NFF is the leading organization inspiring personal and meaningful connections to our National Forests, the centerpiece of America's public lands. Working on behalf of the American public, the NFF leads forest conservation efforts, increasing wildfire resilience, restoring lands and watersheds, and improving recreation experiences. We believe these lands, and all they provide, are an American treasure and are vital to the health of our communities.

Request For Proposals

The National Forest Foundation (NFF) seeks to secure a commercial Face to Face canvassing vendor partner to support growth in the recurring giving program. The right vendor partner will have the knowledge, technical expertise, and experience to deploy high-quality fundraisers with a passion for exceptional service.

This is an opportunity to work on campaigns that matter—protecting and restoring America's 193 million acres of National Forests and Grasslands through work that's national in scale, local in practice, and generational in impact.

Our mission is to transform America's love of nature into action for National Forests. We're a boots-on-the-ground organization implementing projects at scale—from restoring watersheds to creating trails to fighting wildfires—leveraging private support to match public dollars and make every contribution go further.

We are looking for respondents to approach the RFP process as partners. Just as National Forest Foundation shares transparent information about our current state, we expect prospective partners to respond thoughtfully and creatively to NFF's requirements.

Responses should consider these basic operating assumptions:

- Raiser's Edge NXT is the database of record for all donor data and financial recording.
- HubSpot is the online marketing and sustainer management platform.
- GoFundMe Pro (formerly Classy) is the Credit Card processor.
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Scope of Engagement:

The NFF recently finalized a bold five-year strategic plan with a key focus on elevating our brand through greater mission impact and storytelling. We've created a new Advancement team to lead robust fundraising and conducted our first brand awareness study to inform ongoing strategy. We will be undergoing a brand refresh, with a launch anticipated in spring 2027. The approved program budget is approximately $750,000 for year one ending September 30, 2027 and approximately $1,000,000 for year two ending September 30, 2028.

Why Partner with NFF:

As a challenger brand poised for exponential growth, we offer:

- The opportunity to build something significant, helping put a mission-driven organization on the national map
- Collaboration with a team that values bold thinking and is committed to ambitious growth
- Meaningful work that connects millions of Americans to the landscapes they love (and in many cases, don't even know they love—yet!)

Timeline:

This Request for Proposals will close and all proposals will be due at 5:00PM EST on November 25th, 2026 Changes in the closing date for this Request for Proposals will be updated on the NFF website at https://www.nationalforests.org/rfp under the link for this project's Request for Proposals. Please check the website for updates to the solicitation prior to submitting your proposal.

Agencies may submit questions by November 18, 2026. The questions will be aggregated from all interested agencies and share those questions and answers with all interested agencies.

Shortlisted Vendors will be invited to present their proposals between December 14 and 15, 2026. Award will follow successful contract negotiations.

Point of Contact:

All inquiries and proposal submissions should be directed to:

- Kelly England, Multiply Strategies — kelly@multiplystrategies.com

I. PROJECT OVERVIEW AND REQUIREMENTS

A. Project Overview

1. Description of Work. NFF is seeking a commercial Face to Face (F2F) canvassing vendor partner to acquire new monthly sustainers for the recurring giving program. The selected vendor will recruit, hire, train, and manage canvassers who engage the public in person on NFF's behalf, represent NFF's mission and brand, and secure recurring gifts. The vendor will be responsible for market selection and launch, fundraiser performance management, quality control of donor interactions and data, donor experience, and regular reporting to NFF.

2. Specifications. Project work shall be accomplished in accordance with the following specifications:

   a) **Performance targets:** meet NFF's minimum performance targets
   b) **Reporting:** regularly report on sustainers per shift, average gift, and retention.
   c) **Workforce:** documented recruiting, background screening, training (including anti-bias training), and quality-control processes; disclosure of any subcontracted or non-W-2 canvassers and how NFF protocols apply to them.
   d) **Brand and donor experience:** consistent protection of NFF's voice, messaging, and brand; NFF-approved pitch materials, apparel, and badges; a clear complaint-resolution process.
   e) **Technical and data:** compatibility with Raiser's Edge NXT (database of record), HubSpot (online marketing and sustainer management), and GoFundMe Pro (credit card processing); reporting capabilities and a data quality-control process.
   f) **Compliance:** PCI DSS compliance (current Attestation of Compliance), state charitable-solicitation registration and permitting, and review of NFF's Data Privacy and Security Addendum.

3. Project Location.

   Face to face canvassing shall take place nationwide.

4. Work Schedule.

   a) Commence 60-day Onboarding: January 8, 2026
   b) Project Completion: September 30, 2027 with the option to extend until September 30, 2028.

B. Other Requirements

1. Minimum Insurance. In accordance with the terms of the Services Agreement, prior to the start of any work, the successful Bidder (the "Contractor") will be required to maintain, and ensure that its subcontractors performing work described in the proposal (Subcontractors) maintain, the minimum coverages and comply with the insurance requirements indicated below.

   a) Coverage Requirements

i. Commercial General Liability Insurance ("CGL"). Commercial general liability insurance, including bodily injury, property damage, personal injury, advertising injury, products and completed operations and contractual liability in the amount no less than:
   - $1,000,000 each occurrence;
   - $1,000,000 products/completed operations limit;
   - $1,000,000 advertising injury and personal injury limit; and
   - $2,000,000 general aggregate.

ii. Business Automobile Liability Insurance. If using motor vehicles (owned, hired, or borrowed) to deliver or perform the work described in the proposal, business automobile liability insurance with a minimum limit of $1,000,000 combined single limit each accident for bodily injury and property damage for all owned, rented leased or hired vehicles used in conjunction with the performance of the services.

iii. Workers' Compensation Insurance. Statutory workers' compensation insurance in accordance with all state and local requirements of the state(s) in which services will be performed.

iv. Cyber Liability/Network & Information Security Liability with aggregate minimum liability coverage limits of at least $1,000,000 covering at least claims involving privacy violations, information theft, damage to or destruction of electronic information, intentional or unintentional release of private information, alteration of electronic information, extortion and network security.

b) Waiver of Subrogation. All insurance policies shall include a waiver of any and all rights of subrogation or recovery of the insurers thereunder against, inter alia, the NFF, and its assigns, successors, undertakings and their subsidiaries, affiliates, employees, insurers and underwriters, and of any right of the insurers to any set-off or counterclaim or any other deduction, whether by attachment or otherwise, in respect of any liability of any such person insured under any such policy or in any way connected with any loss, liability or obligation covered by such policies of insurance.

c) Primary and non-contributory. With the exception of Workers' Compensation and Professional Liability insurance (if applicable), all insurance required to be maintained by Contractor shall be primary with respect to all claims arising out of Contractor's performance and/or activities under this Agreement, and any insurance or self-insurance maintained by the NFF shall be excess only and not be required to contribute with it.

d) "Claims Made" Coverage. Any liability insurance purchased on a "claims made" basis must be continuously maintained for a period equal to the applicable statute of repose, but in any case, not less than 3 years, following final performance or termination of Services, either through the continued purchase of insurance or the purchase of an extended reporting period. The retroactive date applicable to such "claims made" insurance, if any, must precede the first date on which Services are to be performed.

e) Verification of Coverage. Contractor will have furnished to the NFF original certificates of insurance and amendatory endorsements or copies of the

applicable policy language effecting coverage required herein prior to or at the time of execution of the Agreement, and shall further provide evidence that the foregoing is in place and will not be cancelled or reduced during the term of the agreement. Contractor's and any Subcontractors' certificates of insurance will list "The National Forest Foundation" as an Additional Insured on its or their commercial general liability policy and business automobile liability policy (as applicable). Contractor will submit updated certificates of insurance upon expiration of the required policies.

II. PROPOSAL REQUIREMENTS

Bidders shall submit a proposal for the work described in this RFP. Bidders shall consider all relevant factors when submitting proposals for this work. Please respond to each numbered item below, organized under the section headings provided. Please format your responses with these sections and numbers so we can align your answers to the original questions. Where a question does not apply to your organization, state "N/A" and briefly explain why. At a minimum, each proposal must include the following:

A. Proposal Summary

1) Statement of a clear understanding of NFF's mission and this project.
2) Summary of your proposed approach, including:
   - Type(s) of canvassing recommended for NFF.
   - Launch market options available to NFF
   - Plan for scaling (number of sustainers by month, by market).
   - Recommended message and pitch highlights.

B. Subcontracting

1) Identify any subcontractors needed for this project.
2) Do you use canvassers who are not W-2 employees of your organization? If so, indicate which model:
   (a) LLC model, with all subcontractors in a non-compete relationship with your organization.
   (b) Model where subcontractors may also contract directly with other vendors or nonprofits.
3) If you use subcontracted canvassers, describe:
   (a) The legal and performance-management relationship between your organization and the subcontracted company.
   (b) The level of transparency and access between NFF and the canvassers.
   (c) How consistently your protocols are applied to subcontracted canvassers.
   (d) The number of subcontracted groups or teams projected for the pilot phase.

C. Canvasser Recruiting, Hiring, Training and Quality Control

1) A detailed model of your current hiring and compensation approach and philosophy, including:

(a) The split of compensation between base rate and bonus, and what share of bonus is driven by front-end volume incentives versus donor retention.

(b) Average effective hourly compensation paid to canvassers over the last 12 months in the markets relevant to this proposal.

2) The background checks and other screening you use, and at what point in hiring they occur.
3) How you manage employee satisfaction and career growth.
4) How you reduce staff turnover.
5) Steps you take in hiring, retention and promotion to support diversity, equity and inclusion.
6) A description of your fundraiser training program, including:
   (a) Training philosophy and curriculum, highlighting updates made in the last two years.
   (b) How anti-bias is built into training.
   (c) How you train canvassers to get a prospect to stop and talk.
   (d) The key do's and don'ts canvassers are trained on for engaging the public.
7) Your quality-control process for canvasser interactions, data and donor acquisition.
8) Your philosophy of donor experience management.

E. Client Services

1) Overview of the account management team NFF would work with.
2) Who will be NFF's first point of contact and account manager, or how that is determined.
3) How you resolve complaints.
4) How quickly you typically respond to client questions and emails.
5) How you ensure NFF's voice, messaging and brand are consistently protected.
6) Your team and organizational culture, and your core values.
7) Your philosophy and approach to client management.
8) How you manage the apparel process.

F. Performance and Reporting

1) Which KPIs you evaluate in face-to-face campaigns, and how you maximize them, including non-monthly gifts, sustainers per shift, average gift and retention.
2) Steps you take when performance is lagging.
3) Your approach to road trips.
4) Your approach to testing.
5) Your ability to scale volume while maintaining results, including:
6) Two US case studies with test versus rollout results, including volume and performance metrics.
7) Your top two US year-over-year volume increases, with performance metrics.
8) A sample budget for NFF.

G. Safety

1) The safety measures you take to keep donors and canvassers safe.

H. Technical and Data

1) Apps used, and confirmation of compatibility with NFF's systems [Raiser's Edge NXT/GoFundMe Pro];
2) Whether your app uses one IP per client or per market.
3) Your reporting capabilities.
4) Your data quality-control process

I. Onboarding

1) Your reaction to NFF's projected timeline.
2) Your onboarding process and the lift required from NFF.
3) Critical success factors for onboarding.
4) Your offer and ask-level philosophy and recommendation for NFF. Our minimum target is an average monthly gift of $[30] and [16]% non-monthly gifts; please factor this into your recommendation.
5) Your development process for pitch materials.
6) Desired apparel and badge samples.

J. Bidder Qualifications.

1) Company Information and Experience

2) Legal name, address and website.
3) Corporate structure (corporation, partnership, LLC, LLP or other), state and date of incorporation, and any mergers or acquisitions in the past two years.
4) Principal owners and executive officers.
5) Year established and organizational history, including key personnel, key face-to-face programs, awards and industry recognition.
6) Number of employees, organizational chart, headcount by location and function, and staff tenure and turnover for the past 24 months.
7) Number of canvassers in the US.
8) Types of canvassing as a percentage of your US business.
9) Number of current US clients.
10) Total number of sustainers acquired annually for the last three years in the US.
11) Top two US clients: without naming them, provide the number of sustainers acquired annually for the last three years for each, and the percentage of your total annual volume each represents.
12) Nonprofit clients who stopped using your services in the past 18 months, with a brief explanation of why.
13) Unique differentiators, approach to client service, and any specialized expertise in NFF's priority markets.
14) Relevant experience with nonprofits in environmental sector, and how it would inform your scripting and campaigns.

K. References

At least three US client references of comparable size and mission to NFF who can speak to your canvassing work and approach.Provide the name, email address, and telephone number for each reference, as well as the dates of the projects during which the Bidder worked with each reference.

L. Failed Projects or Legal Actions.

Bidders shall identify any past failed projects and the reasoning behind the failure or incompletion. Bidders shall also identify any and all current or pending legal matters in which the Bidder or any of its principals is involved.

M. Pricing Schedule.

In a pricing appendix, please provide your pricing and the assumptions behind it, using the attached volume-driven pricing template. You may add supplemental information, but all responders must complete the pricing grid to be eligible for consideration.

For fair comparison across proposals: if you use a tiered structure, you must include the $[30] gift level as one of the scenarios on the submitted grid. You should send all gift levels you would like to use but include $30 in the mix.

A detailed description of your clawback offering.

If you recommend multiple types of canvassing, any related pricing variation.

A breakdown of fees that are at NFF's discretion and incremental to your base pricing.

Any add-on services not included in the donor-acquisition fee, with the fee for each and whether it is required or optional.

III. SUBMISSION, EVALUATION, AND CONTACTS

A. Bidder Selection Process

1. Bid Submission. Bidders shall submit proposals containing all of the required information described above via email at the address specified below by the stated deadline:

    a) **Submission Address:** kelly@multiplystrategies.com
    b) **Submission Deadline:** 5 PM EST on November 25th, 2026

    Proposals submitted after this RFP closes will not be considered unless approved by the NFF. The NFF will review all proposals determined to be responsive using the evaluation factors listed below. Proposals may be deemed non-responsive for failure to submit any required information or for failure to comply with any terms of this RFP. Non-responsive proposals may be disqualified from evaluation in the sole discretion of the NFF.

2. Notification. If a proposal is selected by the NFF to advance to the contracting stage, the NFF will notify the successful Bidder via email. Once the selected Bidder has been notified, the NFF project representative will coordinate the drafting and negotiation of an NFF agreement outlining the terms and conditions of the work to be performed.

    Unsuccessful Bidders will be notified via email as soon as possible after the closing date of this RFP. Please Note: The NFF **will not** share any information about the organizations submitting proposals nor any information regarding the proposals submitted by other organizations. If a Bidder has questions about its proposal, the Bidder may ask the NFF Point of Contact identified below. If an answer can be provided, the NFF will respond via email as soon as it is able to do so.

3. Request for Proposals Only. This is a request for proposals only and bids furnished do not bind the NFF in any way. Selection of a bid will result in the opportunity to contract with the NFF but will not guarantee a resulting contract or any amount of work. The NFF reserves the right to disqualify any incomplete or improper proposal submitted as non-responsive. The NFF may also decide not to select any proposals submitted to this RFP for advancement to contract negotiations. This request does not commit the National Forest Foundation to pay any costs incurred in the preparation or submission of the proposal or to contract for supplies or services.

B. Evaluation Factors and Scoring

- Price / cost
- Demonstration of customer service
- Demonstration of performance management
- Quality control procedures
- Training protocols
- Capacity / Scalability
- Technical Setup

C. Capabilities Presentation (if applicable)

Following the initial evaluation of written proposals based on the criteria above, finalists may be invited to participate in a Capabilities Presentation.

In accordance with Federal law and U.S. Department of Agriculture policy, the National Forest Foundation is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs, or disability.