



**Request for Proposal
for
Advocacy Tools and Materials**

Date Issued: August 15, 2018
Vendor Questions August 24, 2018
Submissions Due: August 31, 2018



GENERAL REQUIREMENTS

NATIONAL FALLEN FIREFIGHTERS FOUNDATION

Congress created the National Fallen Firefighters Foundation (NFFF) to lead a nationwide effort to honor America's fallen firefighters. Since 1992, the non-profit Foundation has developed and expanded programs that fulfill that mandate. Our mission is to honor and remember America's fallen fire heroes, provide resources to assist their families in rebuilding their lives, and work within the fire service community to reduce firefighter deaths and injuries.

DESCRIPTION OF SERVICES REQUESTED

Development of Advocacy Tools and Materials

The National Fallen Firefighters Foundation is reliant on a cadre of Advocates to assist with the Foundation's mission to reduce line of duty deaths and injuries. The 16-Firefighter Life Safety Initiatives provide a blue print for line-of-duty death prevention. Community Risk Reduction (CRR) and fire prevention are addressed within two of the 16-Firefighter Life Safety Initiatives.

The NFFF is seeking to develop tools and resources to provide its Advocates with a standard set of materials specific to CRR and burn prevention. The project will include:

- an initial needs assessment and the development of priorities identifying what types of advocacy tools and materials should be developed to assist with advocacy of burn prevention and fire prevention.
- working with the NFFF to determine what tools shall be developed to be included in a downloadable Advocacy toolkit that survivors can utilize in their communities.

developing a minimum of three downloadable items to create an Advocacy toolkit.

What the contractor will provide:

- A. Participation in a project kickoff meeting with the NFFF.
- B. Proven successful and relevant experience in CRR, fire prevention and burn prevention
- C. A demonstrated thorough knowledge of advocacy programs
- D. Previous experience in developing online tools for advocacy

The preferred candidate will possess the following:

- A. Thorough understanding of CRR with a specific focus on fire/burn prevention
- B. working knowledge of the 16-Firefighter Life Safety Initiatives

What the NFFF will provide:

1. A Project Manager (PM) to provide a single point of contact
2. Graphic Arts assistance as required

PROPOSAL REQUIREMENTS

- Cover letter with name, address, phone number and email address of the contact person. Cover letter to identify the capability of the potential contractor to execute the requirements of the RFP.
- Identify all sub-consultants if applicable.
- A narrative that presents the services the consultant will provide detailing the approach, methodology, deliverables.
- A summary of any suggested approaches the NFFF should consider for this effort.
- Proposals shall include a timeline outlining key milestones including (but not limited to): kickoff meeting, in-person course deliveries, processes and methodology.
- The consultant will develop and provide a budget for each set of courses to be delivered.
- Travel expenses shall be included in the proposed budget.
- Consultant is required to maintain workman's compensation insurance, commercial general liability insurance, and professional liability insurance, as required by Maryland and/or other applicable state law. In the event no insurance is required under any applicable state law, and even if it is, Consultant shall maintain such insurance in amounts commercially reasonable given the size, risk and liability associated with the Consulting Services rendered hereunder, and in amounts sufficient to cover the indemnification obligations set forth in Section 9 of this Agreement. Additionally, upon request, Consultant agrees to timely furnish Client with a certificate(s) of insurance evidencing such insurance

The NFFF anticipates the commencement of this project no later than September 2018 and be finalized in January 2019.

DECISION CRITERIA

- Completeness of the submittal.
- Demonstrated relevant experience (samples of previous work and references encouraged).
- Proven experience with the Advocacy or similar programs
- Cost effectiveness.
- The degree to which the consultant understands the NFFF, the Fire Service and other relevant constituents.

SUBMISSION INFORMATION

Respondents should submit their proposals via mail or email as outlined on the cover page of this RFP:

National Fallen Firefighters Foundation
Attention: John Tippett
2130 Priest Bridge Drive Suite 6
Crofton, MD 21114

Email: jtippett@firehero.org