



**Request for Proposal  
for  
The Development of  
Online Toolkits and Development of Resource Materials**

**Date Issued:** August 8, 2018  
**Vendor Questions** August 22, 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**

### **Creation of two online toolkits and development of New Materials providing information on available resources.**

The NFFF is seeking to develop and restructure existing content for the NFFF's website and create downloadable materials. The primary mission of the NFFF is to honor America's Fallen Firefighters and provide resources for their families and fire service agencies. There are a multitude of resources available through federal and state organizations that provide assistance to families of fallen firefighters. The NFFF is seeking to capture, organize, and present all of these resources in an easily accessible online toolkit for families of fallen firefighters and for the fire service.

The main goal is to provide a user-friendly experience for fire service agencies who are looking for information about how to handle a line-of-duty death and to provide a listing of available resources for the families of fallen firefighters.

The project will consist of conducting a Search Engine Optimization Audit and the development of two online toolkits. The toolkits will be accessible on the Foundation's website, [www.firehero.org](http://www.firehero.org). Organization of these materials will be intuitive for the end-user and allow them to quickly access the materials on any device.

All existing and newly created web content should be developed with standard search engine optimization practices in mind.

Two target audiences for the toolkits include:

Fire Service – A fire service toolkit will provide resources on how to handle a line-of-duty death; how to contact local resources that are available to assist; provide checklists of actions that a fire service agency should consider when a line-of-duty death occurs; provide links to resources that may be available at the state level; and provide information about protocols and best practices. The information shall include resources for chiefs, honor guards, family liaisons and others as deemed necessary. Resources will also include services available for firefighters and other public safety officers in cases of a catastrophic injury.

Existing Foundation resources can be updated and reorganized to make the information easily accessible. The NFFF will provide subject matter experts to assist with content development, messaging, and layout of the toolkits. The selected vendor will work with the Foundation's marketing team to create/update materials in a downloadable/printable (PDF) format that is consistent with the Foundation's branding.

Families of Fallen Firefighters – A family toolkit will provide information about all of the NFFF resources and how to access these services.

Search Engine Optimization Audit – Will provide an in-depth analysis of the NFFF website's including but not limited to:

- Domain Authority
- Information related to inbound links
- Information related to web page titles and descriptions
- Other recommended analysis based on industry standards
- Provide recommendations based on the findings of the audit, as deemed necessary

What the contractor will provide:

- A. Participation in a project kickoff meeting with the NFFF for each toolkit and the SEO Audit;
- B. One contact to act as the liaison with the NFFF;
- C. Personnel will work closely with the Marketing team to ensure user-friendly website experience and any additional resources are consistent with the branding of the NFFF.
- D. An editor who will work closely with the staff to deliver products which will meet the goals as outlined by the NFFF during the project kickoff meeting;
- E. Proposals shall include travel and lodging costs if required;

## **PROPOSAL REQUIREMENTS**

- Cover letter with name, address, phone number and email address of the contact person: Identify the capacity of the organization to manage and execute the development of the online toolkit and downloadable materials.
- Identify the project manager, please include a resume of the lead team member.
- Identify all sub-consultants.
- A narrative that presents the services the consultant will provide detailing the approach, methodology, deliverables, and client meetings.
- A summary of any suggested approaches the NFFF should consider for this effort.
- A summary of the professional liability and errors and omissions insurance coverage maintained by the consultant.
- Proposals shall include a timeline outlining key milestones including (but not limited to): kickoff meeting, in-person interviews, processes, delivery of drafts, comment periods, and final delivery
- The consultant will develop a budget for the development of the two toolkits that outlines implementation actions and associated costs. The NFFF anticipates the commencement of this project no later than September 2018, and be finalized no later than March 1, 2019
- Travel expenses shall be included in the proposed budget.
- Links or references from previous customers including information about the functionality of previously developed sites.
- 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 that 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.

## **AVAILABLE MATERIALS**

Prospective consultants are invited to review samples of the existing materials currently on the website by visiting:

- <https://www.firehero.org/resources/>

## **DECISION CRITERIA**

- Completeness of the submittal.
- Demonstrated relevant experience in creating high quality website design:
  - Providing samples of previous work and references upon request.
- Proven experience of developing written high quality informational pamphlets, leaflets or check sheets:
  - Providing samples of previous work and references upon request.
- 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 no later than close of business as outlined on the cover of this document:

National Fallen Firefighters Foundation  
Attention: Jeanne Tobia – Online Toolkit  
2130 Priest Bridge Drive, Suite 6  
Crofton, MD 21114

Email: [jtobia@firehero.org](mailto:jtobia@firehero.org)