



Request for Proposal

Program Manager – POV: Blue and Yellow Shirts in the WUI Video Series

Date Issued: December 19, 2025

Submissions Due: January 2, 2026

GENERAL REQUIREMENTS

ABOUT US

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 America's fallen fire heroes; support their families, colleagues, and organizations; and work to reduce preventable firefighter death and injury.

This solicitation adheres to all federal procurement procedures and protocols, as detailed in applicable funding instruments, including, but not necessarily limited to the OMB Circulars A-110, A-122 & A-133, and/or OMB's Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards ("Uniform Guidance"), issued on December 26, 2013, and subsequently issued agency regulations implementing the Uniform Guidance. Accordingly, it is the Foundation's intent to conduct this procurement under these federally mandated guidelines and requirements.

DESCRIPTION: Program Manager – POV: Blue and Yellow Shirts in the WUI Video Series

1. Background

The National Fallen Firefighters Foundation (NFFF) seeks to develop a unique video series titled POV: Blue and Yellow Shirts in the WUI. This project will feature a wildland firefighter ("yellow shirt") and a structural firefighter ("blue shirt") reviewing and discussing real incident footage. The focus will be on events occurring within the Wildland-Urban Interface (WUI), which encompasses approximately 32% of land in the United States and presents increasing challenges to both structural and wildland fire responders. Through these conversations, the series aims to enhance cross-disciplinary understanding of strategies, tactics, safety principles, and the importance of collaboration in promoting firefighter safety.

2. Objectives

Objective 1: Increase awareness among structural and wildland firefighters of the unique challenges and operational considerations present in WUI incidents.

Objective 2: Promote the exchange of tactics, safety techniques, and decision-making processes between wildland and structural firefighting disciplines.

Objective 3: Produce engaging educational video content that supports the NFFF's mission to improve firefighter safety and collaboration across response types.

3. Scope of Work/Tasks

The Consultant will:

- Coordinate planning and pre-production activities, including content development, identification of appropriate incident footage, and selection of on-camera subject matter experts.
- Facilitate structured discussions between the wildland and structural firefighters to highlight operational differences, safety considerations, and shared challenges during WUI incidents.
- Oversee all aspects of video production, including filming, audio capture, set logistics, and adherence to NFFF content standards.
- Manage post-production tasks such as editing, graphics, captioning, and preparing final video files for web distribution.
- Collaborate with NFFF staff to ensure the educational goals and messaging align with organizational priorities and firefighter safety principles.
- Deliver production-ready videos for publication on NFFF's YouTube channel.

4. Deliverables

- Production Plan & Content Outline: Including footage selection, discussion topics, and filming schedule.
- Completed Video Episodes: A series of polished, edited, captioned videos ready for upload to the NFFF YouTube channel.
- Raw Footage Archive: Organized files from all filming sessions for NFFF records.
- Final Report: Summary of production activities, key themes discussed, and recommendations for future series or related content.

Project Term: The contract will remain in effect through September 10, 2026

Evaluation of Proposals

Proposals will be evaluated by the NFFF Project Officer or their designee. Proposals will be analyzed based on experience and qualifications.

SUBMISSION INFORMATION

All proposals are limited to ten (10) pages total and must include:

1. Cover letter
2. A narrative explaining the experience and qualifications of the company or individual applicant, including the resume of the principal consultant providing direct service for this project. The narrative and resume should detail the applicant's/company's experience. The narrative should include at a minimum the following:
 - Demonstrated experience in video production, including filming, audio capture, and editing
 - Ability to manage all phases of production (pre-production, production, post-production)
 - Experience conducting or facilitating interviews or on-camera discussions
 - Familiarity with fire service operations or prior work producing content for public safety, emergency response, or similar technical fields
 - Strong organization and communication skills, with the ability to collaborate with NFFF staff and subject matter experts
 - Capacity to deliver project components on time and within established guidelines
 - Direct experience producing training, educational, or documentary content for the fire service—specifically wildland, structural, or WUI-related topics
 - Prior work with nonprofit organizations or foundations, especially those focused on firefighter safety or public safety education
 - Knowledge of WUI-specific strategies, tactics, or hazards to ensure accurate portrayal and framing of discussions
 - Experience working with government-funded or grant-funded projects and associated reporting requirements
 - Advanced capabilities in motion graphics, captioning, and visual storytelling to enhance educational impact
 - Access to professional-level production equipment and crew (sound, lighting, editing suites, etc.)
3. An outline of proposed fees
4. A minimum of two (2) references from clients where the applicant has successfully performed similar work

Should this RFP lead to the selection of an award the respondent will be required to submit an IRS W-9 form.

Unless otherwise disclosed in the proposal, by submitting a proposal in response to this RFP, the offeror certifies that no actual or potential organizational or consultant

conflict of interest (“COI”) exists, as defined in Federal Acquisition Regulation (FAR) Subpart 9.5.

The NFFF reserves the right to request additional information from all or a select number of offerors as necessary in determining the most advantageous proposal for the organization. Further, if the offeror discloses an actual or potential COI, the NFFF may request more information from the offeror, including, but not limited to, a plan detailing how the actual or potential COI will be mitigated and/or avoided.

Questions may be submitted via email to the NFFF Contracts Team at contractsteam@firehero.org.

Final proposals must be received as outlined on the cover of this Request for Proposal. Submissions should be sent via email to the NFFF Contracts Team at contractsteam@firehero.org.