



Request for Proposal Content Writer – NFFF Staff Rides

Date Issued: July 1, 2026

Submissions Due: July 14, 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: Content Writer – Coordinating NFFF Staff Rides

1. Background

The National Fallen Firefighters Foundation (NFFF) seeks a content writer to collaborate on the planning, development, review, and delivery of the NFFF Staff Rides – "How to Coordinate and Conduct a NFFF Staff Ride" initiative.

2. Scope of Work / Tasks

Task 1: Staff Ride Program Familiarization and Research

The contractor will become thoroughly familiar with all aspects of the NFFF Staff Ride Program. This shall include:

- Attendance at one or more NFFF Staff Rides, as appropriate;
- Direct observation of staff ride facilitation and participant engagement;
- Interviews with NFFF staff ride program managers and facilitators; and
- Review of existing program materials, processes, and best practices.

This foundational work will ensure the accuracy, consistency, and integrity of the final deliverables.

Task 2: Development of Staff Ride Manual

The contractor will develop a comprehensive "How to Coordinate and Conduct a NFFF Staff Ride" manual to guide departments, organizations, and facilitators in implementing staff ride programs.

The manual will, at minimum, include:

- Overview and purpose of NFFF Staff Rides;
- Core principles and philosophy of staff rides, emphasizing learning from lived experiences rather than critique;
- Planning and coordination guidance, including logistics, scheduling, and resource considerations;
- Roles and responsibilities of facilitators, coordinators, and participants;
- Pre-event preparation and participant briefing recommendations; and
- Post-event follow-up and evaluation considerations.

Task 3: Survivor Engagement Guidance

The manual will include guidance on appropriate and respectful engagement with survivors involved in staff ride experiences.

This guidance will:

- Emphasize that staff rides are not critiques of fire incidents, but opportunities to learn from those who experienced them;
- Provide recommended protocols for contacting survivors through NFFF Family Programs;
- Outline considerations for survivor participation, including consent, communication, and support; and
- Reinforce trauma-informed and respectful practices throughout the planning and delivery process.

Task 4: Training Curriculum Development

The contractor will design and develop a training curriculum to support the delivery of NFFF Staff Rides.

The curriculum may include:

- Facilitator guides;
- Instructional slide decks;
- Scenario-based learning content;
- Participant materials and handouts;
- Recommended timelines and delivery formats; and
- Evaluation and feedback tools.

The curriculum will support immersive learning experiences that emphasize reflection, discussion, and application to firefighter safety and leadership.

Task 5: Curriculum Components

The contractor will develop curriculum components, which may include:

- Step-by-step instructional content for planning and conducting a staff ride;
- Tools and templates for coordination and execution;
- Best practice guidance for facilitation and group engagement;
- Materials supporting experiential and discussion-based learning; and
- Additional educational resources aligned with NFFF’s mission and staff ride principles.

Task 6: Review Process with NFFF Staff and Subject Matter Experts

The contractor will coordinate and facilitate review of the manual and curriculum with NFFF staff, program managers, and subject matter experts to ensure accuracy, relevance, and alignment with existing staff ride practices.

This work may include, but is not limited to:

- Review of draft materials by NFFF staff ride program leaders;
- Integration of feedback from facilitators and program participants; and
- Iterative revisions to ensure clarity, usability, and consistency with NFFF standards.

3. Final Deliverables

The contractor shall produce the following deliverables:

- A comprehensive “How to Coordinate and Conduct a NFFF Staff Ride” manual; and
- A complete training curriculum package designed to support the implementation of staff rides.

All deliverables will be designed for practical use by fire service organizations and aligned with NFFF program expectations.

Project Term: The term of the contract will be for one (1) year. This opportunity may be extended if mutually agreed upon by both parties.

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:

- a. Bachelor's degree from an accredited college or university
 - b. 10 years' experience in the fire service
 - c. Demonstrated experience developing and designing training curricula
 - d. Strong technical and professional writing skills
 - e. Experience with National Fallen Firefighters Foundation (NFFF) Staff Ride program is highly preferred
3. A sample of work by the applicant that is representative of his/her writing style. The excerpt should not exceed 5 pages and should not contain any confidential information.
 4. An outline of proposed fees
 5. 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.