

REQUEST FOR PROPOSAL (RFP)
Communications and Marketing Support
September 2014

ISSUED BY

Identity Ecosystem Steering Group (IDESG), Inc.
Management Council

Background and Summary

The Identity Ecosystem Steering Group (IDESG) has been established as a new organization led by the private sector in partnership with, but independent of, the Federal Government.

The IDESG consists of two bodies, a Plenary and a Management Council, with mutually supporting roles and dispersed decision making responsibilities in furthering the work of the organization. The Plenary is further assisted by a series of Committees with charters approved by Plenary.

The IDESG is incorporated as a nonprofit in the Commonwealth of Virginia and has applied for 501(c)(3) status with the IRS for tax exemption. IDESG, Inc. is governed by a Board of Directors, currently composed of the members of the IDESG Management Council.

The Mission Statement of the IDESG, is to promote secure, user-friendly ways to give individuals and organizations confidence in their online interactions. The IDESG was created to assist in the implementation of the National Strategy for Trusted Identities in Cyberspace (NSTIC). The NSTIC was signed by the President in April 2011 and makes clear that securing cyberspace is absolutely essential to increasing the security and privacy of transactions conducted over the Internet. The Identity Ecosystem envisioned in the NSTIC is an online environment that will enable people to validate their identities securely, but with minimized disclosure of personal information when they are conducting transactions.

IDESG, Inc. has submitted a grant proposal addressed to the National Program Office (NPO) of the National Institute of Standards and Technology (NIST). As part of the proposal, IDESG plans to fund one or more entities to provide backend office support to the organization in a number of areas: association management; program management functions including subject matter experts to assist in the completion of the work of the IDESG committees; and communications and outreach assistance specific to IDESG work and recruitment needs.

The purpose of this Request for Proposals (RFP) is to solicit proposals from various potential suppliers, conduct a fair and extensive evaluation based on criteria listed herein, and select the supplier(s) who represent the best value for IDESG. This RFP is divided into several sections. Each section will be evaluated and awarded separately. This does not preclude that a bidder may be retained for more than one section.

Submission

Proposals are invited from candidate suppliers ("Candidates") and will be accepted **until 5pm EDT Oct 3, 2014**. Proposals received after this deadline will not be accepted. Proposals together with any accompanying documentation (in both pdf and editable formats, including the completed spreadsheet) should be sent to Director@idecosystem.org by this deadline, with subject line "IDESG Communications and Marketing Support RFP, September 2014". In addition, each Candidate must submit a "Letter of Commitment to Participate" indicating its willingness and ability to participate in accordance with the proposal submitted.

Proposal Guidelines

If the Candidate submitting a proposal intends to outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

Contract terms and conditions will be negotiated after initial selection of the supplier(s) and in cooperation with them. All contractual terms and conditions will be subject to review by IDESG, Inc., and will include scope, budget, schedule, and other necessary items pertaining to the project.

List of Functions

The list of functions and functional areas of work that are being sought to be covered by awardees is included at the end of this document as Appendix 1.

Additional Requirements

Along with the list of functional requirements of the RFP, resumes for key personnel (whether staff or contractual) are required to be listed and attached. IDESG, Inc. also requests a 1-page description of the capabilities and competencies of the Candidate submitting the bid.

RFP and Project Timeline

All proposals in response to this RFP are to be sent by e-mail to Director@idecosystem.org by 5 pm EDT Sept. 30, 2014. Please include in the subject line: "IDESG Communications and Marketing Support RFP, September 2014".

Initial evaluation of proposals will be started immediately after this deadline. Additional information or discussions may be needed with and requested of any bidder during the evaluation period.

Notifications to Candidates who were not selected will be completed by **Oct. 22**, 2014. Project start date will be within one week of **Oct. 24**.

The period of performance will be for one year from award date with two one-year options that may be renewed annually.

Project implementation for each section of the RFP may be proposed by the bidders and negotiated after the award for final determination. Actual project planning and phases will be determined once the winning bid(s) are chosen.

Budget

All proposals must include proposed costs to complete the tasks described in the list of functions. Costs should be stated as either one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following items using the attached spreadsheet "IDESG RFP Pricing Worksheet".

Candidate Qualifications

In addition to providing resumes for key personnel and a one-page description of the organizational competencies and capabilities, candidate suppliers should provide the following items as part of their proposal for consideration:

- Description of experience in performing like functions as listed in each section.
- List of how many full time, part time, and contractor staff in the organization who will work on this project, including role, title and experience.
- Examples of other projects or work done by the organization.
- Testimonials from past clients or customers.
- Proposed timeline for the work and tasks of the project.
- Project management methodology.

Evaluation of Proposals

IDESG, Inc. will evaluate all proposals in terms of determining the best overall value to IDESG, Inc. To ensure consideration for this Request for Proposal, candidate proposal should be complete and must include the following:

Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein, and the Candidates demonstrate an understanding of IDESG's mission and goals, and be presented in a clear and organized manner;

Organizational Experience: Candidates will be evaluated on their experience as it pertains to the scope of this project;

Previous work: Candidates will be evaluated on examples of their work pertaining to similar work as well as client testimonials and references;

Value and cost: Candidates will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project;

Technical expertise and experience: Candidates must provide descriptions and documentation of staff technical expertise and experience.

Appendix 1 - List of Functions to be covered

A: Communications

1. Provide Internal Communications

- a. Develop monthly content for email newsletters to members summarizing activities.
- b. Provide weekly content for IDESG website in the form of event updates, blogs and general IDESG information, as directed by the IDESG Executive Director.

2. Provide Outward Facing Communications

- a. Support Identity Ecosystem Framework (IEF) v.1 rollout campaign with appropriate communications across multiple channels.
- b. Communications to non-IDESG members, stakeholder organizations, industry organizations.

3. Media Relations support

- a. Draft and issue press releases in support of IEF rollout; field and manage press inquiries.
- b. Support additional initiatives as needed.

4. Social Media support

- a. Establish blogging cadence and solicit content from Plenary members.
- b. Manage IDESG twitter account including mechanism for multiple people to post via IDESG twitter account without password sharing.
- c. Monitor blogosphere and news channels for references to IDESG and other issues related to identity management, and then develop and post rapid responses.

5. Manage Inbound Media Requests

- a. Establish media contact point for IDESG.
- b. Build media guide and press release archive on IDESG website
- c. Develop a Speakers / Experts page on IDESG website from board member bios
- d. Deliver basic IDESG message

6. Member Message Coordination

- a. Develop and maintain database of member organizations' media relations contacts.
- b. Support executive director in coordinating and aligning outward communications with those of member organizations.

B. Marketing

1. Brand Management

- a. Develop version 1 of IDESG's branding tools, including logo, color scheme, style guide, PowerPoint template.
- b. Coordinate with IDESG's operational support to rollout branding to the IDESG's website idecosystem.org.

2. Outreach Strategy and Recruitment

- a. Begin to design a repeatable outreach strategy in support of quarterly plenaries, including development of prospective member contact lists and email campaigns.

3. Member Retention

- a. Develop and being implementing the strategy and messaging for member retention with a heavy focus on communicating the IDESG value proposition.

Cost Breakdown Template

Please refer to and complete the spreadsheet entitled "IDESG RFP – Pricing Worksheet".

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