

REQUEST FOR PROPOSAL (RFP)
NATIONAL NAVAL OFFICERS ASSOCIATION (NNOA) PUBLIC RELATIONS SUPPORT

NNOA
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1. SUMMARY AND BACKGROUND

The National Naval Officers Association (NNOA) is currently accepting proposals for contract communication and public relations support in the communication and marketing of the organization. NNOA's primary goal is to assist the Sea Services in the recruitment, development, and retention of a diverse officer corps, ultimately strengthening our fighting maritime forces into the future.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, conduct a fair evaluation of the submitted proposals based on criteria listed herein and select a company that can best deliver the services needed.

NNOA is an organization composed of United States Marine Corps (USMC), Navy (USN), United States Coast Guard (USCG) active duty, reserve and retired officers, academies, ROTC midshipmen and cadets, interested civilians and National Oceanic and Atmospheric Administration (NOAA) officers. NNOA was established in 1972 to actively support the development of a diverse officer corps through recruitment, retention and career development.

2. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 2400 PST Tuesday, March 12, 2019. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or subcontract 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 subcontracted work. Any proposals which call for outsourcing or subcontracting work must include a name and description of the organizations being outsourced or subcontracted.

All costs must be itemized to include an explanation of all fees and costs. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the NNOA Board of Directors and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. PROJECT PURPOSE AND DESCRIPTION

The purpose of this project is as follows:

NNOA does not currently employ a full time Public Relations Officer. In order to bring visibility to ongoing operations, accomplishments, and significant events, the organization needs a dedicated resource that can manage day-to-day communication and public relations operations (print and electronic media, publish press releases, develop and post website articles, market the organization at various community events to support recruiting objectives and produce varied

marketing tools (flyers, brochures, posters). Additionally, NNOA needs to increase its internal services exposure among its Sea Services (USMC, USN, USCG and NOAA) active duty and active reserves officer population, increase and optimize website traffic, increase social media engagement and attract sea service officers to the good work the organization is doing to promote and support the Sea Services.

Additionally, NNOA requires development and execution of communication plans/strategies to support NNAO flagship events such as National and Regional symposiums, and scholarship presentations.

NNOA believes that by working with a professional dedicated team, these tasks can be accomplished in a timely manner with a laser focus and follow-up, which will be essential to the accomplishment of these goals.

Project Description:

NNOA is seeking a professional Public Relations company to:

Design cutting edge marketing tools (posters, flyers etc.) These tools will be used to give visibility to the organization at recruiting and social events the organization participates in. Draft and publish web articles on the NNOA site to promote the significant activity/accomplishments of the organization (most especially, but not exclusively – the 15 local NNOA Chapters positioned throughout the U.S.).

- Write and distribute press releases to local/National media on local Chapter events, annual National Conference or any accomplishment of individual members.
- Produce high quality social media content.
- Provide before, during and after National/Regional Conference media engagement (social, print, and electronic).

4. PROJECT SCOPE

The scope of this project involves drafting/publishing press releases, marketing tools, social media content, and membership outreach tools. Information for the content will be provided by NNOA.

The following criteria must be met to achieve a successful project:

- Work closely with NNOA Board of Directors (Public Relations Officer (PRO) and IT team) on coordination of project tasks and resources to include:
 - Produce high quality marketing tools for use at public/internal events
 - Draft/publish timely high quality press releases
 - Establish social media presence and engagement on various platforms
 - Draft/publish high quality web articles to promote organizational objectives
 - Develop and execute communication plans/strategies in support of national and regional symposium to include all phases of media engagement (external news marketing and interviews, internal news marketing and interviews, social media engagement)

- Provide use of a professional studio for live production for social media and taping of speeches and round table discussion for posting to social media.
- Travel by air or car as required to accomplish tasks with National Symposium, Board, Committees, and Chapters.

5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:

All proposals in response to this RFP are due no later than 2400, EST, March 12, 2019.

Evaluation of proposals will be conducted March 12-15, 2019. If additional information or discussions are needed with any bidder, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than March 29, 2019.

Upon notification, contract negotiation with the selected company will begin immediately. Contract negotiations will be completed by April 5, 2019.

Notifications to those entities that were not selected will be completed by April 15, 2019.

Project Timeline:

Project initiation phase must be completed by April 8, 2019.

Project planning phase must be completed by April 30, 2019. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

6. BUDGET

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as an hourly fee, fixed rate or retainer as a one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following items in accordance with the format below:

- Draft/publish mass e-mails to membership NRC MRC
- Draft/publish/distribute press releases NRC MRC
- Produce/publish high quality social media content. NRC MRC
- Critique and recommend improvements for NNOA website NRC MRC
- Design innovative and creative marketing tools NRC MRC
- Provide before, during and after event media engagement (social, print, electronic) NRC MRC
- Use of Professional Studio for live production and taping of speeches and round table discussions

NOTE: All costs and fees must be clearly described in each proposal.

7. BIDDER QUALIFICATIONS

Bidders should provide the following items as part of their proposal for consideration:

Description of experience in designing marketing tools with examples

- List of how many full time, part time, and contractor staff in your organization
- Examples of non-profit or for profit organization, military or civilian organization(s) you may have done similar work for and your success(es).
- Testimonials from past clients
- Project management methodology
- Pictures of professional studio with equipment

8. PROPOSAL EVALUATION CRITERIA

NNOA Board of Directors will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: Proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining as well as client testimonials and references
- Value and cost: Bidders 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: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each organization must submit their proposal to the e-mail address below by March 12, 2019 at 2400, EST to: LCDR B. Henderson, e-mail Treasurer@nnoa.org, telephone: 571 3310481.