

REQUEST FOR PROPOSALS (RFP): *Strategic Communications Consultant*

Posted on November 10, 2020

QUESTIONS AND ANSWERS

Is the \$54,000 per year or for the term of the contract?

Per year, pending the availability of funds.

Is the term of the contract one year with an option for 5 years or two years with an option for a third year?

One year with the option to renew year after year for up to five years.

The time allotted to meet your scope and services, would exceed your given budget. Are you open to looking at a scaled scope to meet your budget needs? Would you be willing to look at the hours/time needed to meet your scope if it exceeds the budget?

Yes, BHSB has staff to support some of the scope of work in the RFP. All projects would be planned in collaboration with the contractor and BHSB to ensure we stay within budget.

What is the current website built in?

BHSB's website is built in Wordpress.

Is there an example of last year's annual report that can be shared?

All of BHSB's Impact Reports are posted on our website here:
<https://www.bhsbaltimore.org/about-us/impact-reports/>

How many pages is the annual Impact Report?

The annual Impact Report is typically between 14-16 pages.

Does BHSB have a style guide?

Yes, BHSB has a style guide.

Does the \$54,000 budget include media relations?



It includes strategic support for media relations.

Can you provide a sample Financial Report? What is the format for the Financial Report?

BHSB does not have a specific financial report. We typically have companies submit a detailed invoice.

How many public awareness campaigns are there per year? What is the duration?

This all depends on the availability of funding. Typically, BHSB gets funding dedicated for a specific campaign.

Are the media buys digital or traditional OOH?

It can be both. BHSB has been doing more digital as of late to adapt to a different communication in the wake of COVID.

Is the agency responsible for managing and reporting on digital campaigns?

Yes, in collaboration with BHSB communications staff.

Does the agency need to provide end of campaign reports?

Yes, this is typically built in.

Fee Structure (page 10) Can you provide us with more insight into what you're looking for when you ask us to "provide our fee structure"? Do you mean how we put our proposed budget together and the rates and hours that go into that? Or something else? And as a follow up to that question, we are asked to include a narrative that explains how time is allocated – do you want to know about the percentage or hourly allocation of time for tasks, staff, or both?

We are looking to know what rates you propose charging for certain work and a percent estimate is fine.

Organizational Background and Capacity (page 9) Offerors are asked to "attach at least three examples of work," but the online portal only allows for three files to be uploaded in that section. If we have more examples to share, is there another way that we can provide those to you?

BHSB is only requiring 3 examples of work.

End of Questions and Answers