



REQUEST FOR PROPOSALS

Addendum #1 | Q&A

Q1: What landowner audience data is currently available for the four target counties? For example, does NBGIF or its partners have existing landowner/contact lists, parcel or ownership data, email lists, prior participant data, or audience research that would be available to the selected firm?

A1: NBGIF and its partners have existing contact lists from prior program participation that will be available to the selected firm. Existing materials identifying and describing priority audiences will also be provided.

Q2: Is there an existing campaign website, landing page, inquiry form, registration platform, CRM, or other digital infrastructure that the selected firm would be expected to use, or should respondents include development of the necessary conversion infrastructure in their proposed budget?

A2: Platforms do not exist for this specific endeavor, however an interest form is developed and has a dedicated landing page within an established ERP for project management.

Q3: Have NBGIF, NWTF, NRCS, or the state/local partners conducted previous landowner outreach in these counties or with similar audiences? If so, are prior campaign results, messaging, creative, audience insights, or performance data available for review by the selected firm?

A3: Outreach has been conducted by NBGIF and partners not listed in the question. Select data is available for review.

Q4: How will landowner inquiries and eventual participation be tracked after a prospect is handed off to conservation professionals? Will the selected firm have access to downstream information such as qualified inquiries, appointments, applications, practice adoption, or other participation outcomes so marketing performance can be tied to actions beyond initial lead generation?

A4: They will be tracked via NBGIF's ERP. Access to downstream information will be made available in the form of reports generated for grant deliverables.

Q5: For the approximately two workshops or field days per state referenced in the RFP, are venues, programming, speakers, and on-site logistics expected to be handled by NBGIF and its conservation partners, with the marketing firm primarily responsible for promotion, recruitment, registration materials, and follow-up? Or should respondents budget for broader event production costs?

A5: The selected firm will be primarily responsible for promotion, recruitment, registration materials, and follow-up.

Q6: Are there established local partners, organizations, trusted messengers, media relationships, or existing communication channels in each of the four counties that will be available to support campaign distribution and outreach?

A6: These do exist and could potentially be brought to bear in the form of supporting campaign distribution and outreach.

Q7: For paid media, printing, postage, and other market-facing expenses, should respondents assume those costs will be paid through the selected firm's \$80,000 contract, or are there any media or outreach resources available separately through NBGIF or project partners?

A7: Costs will be paid through the \$80,000.

Q8: Are there any grant-specific restrictions on allowable media, geographic targeting, subcontracting, indirect/agency costs, or markups that respondents should account for when developing the budget?

A8: There are no grant-specific restrictions, however all content will be reviewed by partners before dissemination.

Q9: Beyond the requirement to account for \$40,000 per state, does NBGIF have a preferred minimum level or percentage of each state's budget that should be dedicated to paid media and other market-facing outreach versus strategy, creative, management, and professional services?

A9: This will be at the discretion of the selected firm.

Q10: Will the selected firm have direct access to local and state conservation staff during the October strategy period for audience discovery, message development, and validation before deployment?

A10: Yes.

Q11: Who within the broader universe of landowners represents the highest-potential audience? What do they currently understand and believe about these practices? What would make participation relevant and valuable to them? What influences their land-management decisions? When are they most receptive to considering a change? And what needs to happen between initial exposure and actual participation?

A11: Target audience identification materials will be available to the selected firm.

Q12: What resources, financial support, technical assistance or other benefits are available to someone who expresses interest? How easy is the next step? And what might get in the way between initial interest and participation?

A12: Landowners who express interest may be connected with conservation professionals and project partners who can help them explore voluntary conservation practices, including potential NRCS cost share opportunities, and determine what options may be appropriate for their land. The selected firm will not be responsible for providing conservation planning or technical assistance. Its role is to generate qualified interest and create an effective handoff to the conservation professionals and partners who can help interested landowners take the next step.

Q13: Is the project scope limited to messaging and campaign deployment, or are graphic and creative design tasks such as ad layouts, print materials, or event collateral also expected?

A13: Yes. Creative and graphic design are expected as part of the scope. The selected firm will develop creative assets and execute campaign materials, which may include digital/social ads, direct mail, signage, event materials, and other recommended collateral. The exact mix of creative deliverables will be determined by the firm's proposed strategy rather than prescribed by NBGIF.

Q14: For audience segmentation, will NBGIF provide existing data and insights, or should the consultant plan to conduct independent research and persona development?

A14: NBGIF will provide existing project knowledge, insights, and target audience identification materials. The selected firm is encouraged to supplement this information with additional research as needed.

Q15: Regarding event support, does NBGIF expect the consultant to handle logistics such as venue and registration, or focus primarily on promotion, recruitment, and follow-up communications?

A15: The selected firm will be primarily responsible for promotion, recruitment, registration materials, and follow-up.

Q16: For measurement and reporting, are there specific metrics or reporting formats NBGIF requires, or should the consultant propose a framework aligned with best practices?

A16: The selected firm should propose a practical measurement and reporting framework aligned with best practices. NBGIF has not prescribed a specific reporting format.

Q17: How many revision rounds are expected for major deliverables such as messaging drafts, creative assets, and campaign plans?

A17: The selected firm is encouraged to propose an efficient review and revision process that supports timely approval and deployment within the project schedule.

Q18: The budget is capped at \$40,000 per state. Would NBGIF consider tiered pricing options that illustrate what could be delivered at different investment levels, including expanded services beyond the core scope?

A18: Yes. NBGIF would consider tiered pricing options illustrating different approaches or service levels, provided all options remain within the \$40,000 per-state budget cap.

Q19: Does NBGIF have a preference for engaging a single consulting firm to deliver the entire scope, or would proposals from individual consultants or partnerships also be acceptable?

A19: NBGIF is open to proposals from firms, individual consultants, or partnerships capable of successfully delivering the full scope. Respondents should clearly identify the proposed project team, roles, and any subcontractors or partners involved.

Q20: Is there existing landowner data, segmentation research, or partner contact lists (NRCS, county-level) available to accelerate audience discovery, given the compressed October timeline?

A20: NBGIF will provide existing project knowledge, insights, and target audience identification materials. The selected firm is encouraged to supplement this information with additional research as needed.

Q21: How many acres are required to participate in this program? What qualifies as a "landowner" for this program?

A21: Specific participation criteria will be provided to the selected firm during discovery.

Q22: What qualifies as productive land?

A22: Land productivity may vary based on the property and the landowner's management objectives.

Q23: Are there any historical land use requirements that the land must meet?

A23: Any specific land use requirements will be provided to the selected firm during discovery.

Q24: Who are the "state and local conservation partners" referenced in the RFP, and what role will they play as trusted messengers or on-the-ground contacts?

A24: The selected firm will work with the NBGIF and applicable partners in Georgia and Mississippi to provide local knowledge. The selected firm's role is to generate and help convert interest, not provide that technical assistance itself.

Q25: Will NBGIF/NWTF facilitate connections to NRCS field staff or district conservationists, or is identifying those relationships part of the firm's scope?

A25: NBGIF and applicable partners will facilitate connections to the appropriate professionals. The selected firm is not responsible for establishing those relationships.

Q26: How does a landowner's "inquiry" or "engagement" convert to program participation in practice — is there an existing referral pathway to NRCS enrollment we should design the funnel around?

A26: Yes. Interested landowners will be captured through NBGIF's existing interest form and ERP, then connected by NBGIF and applicable partners to the appropriate conservation professionals for follow-up and potential NRCS enrollment. The selected firm should design the campaign funnel around this existing handoff pathway and may recommend refinements to improve conversion from inquiry to participation.

Q27: Is there an existing CRM, database, or tracking system inquiries should feed into, or should the firm establish measurement infrastructure from scratch?

A27: Inquiries will feed into NBGIF's existing interest form and ERP.

Q28: Is a finalist interview or presentation part of the selection process, or is the award decided from written proposals alone?

A28: NBGIF does not require a finalist interview or presentation; however, NBGIF reserves the right to request clarification or additional information from respondents if needed during the selection process.

Q29: Is there a page limit or format preference for the proposal, given the "concise" instruction?

A29: There is no defined page limit. Firms are encouraged to provide enough detail to clearly address the proposal requirements and evaluation criteria while avoiding unnecessary length.

Q30: Who comprises the evaluation committee — NBGIF staff only, or also NWTF and state/local partners?

A30: NBGIF anticipates involving appropriate NBGIF staff and project partners in the review and selection process.

Q31: Are there existing campaign assets, logos, or prior "Grassland Landscapes on Working Lands" materials to build from, or is creative starting from a blank slate?

A31: Existing logos, branding requirements, and select program materials will be provided to the selected firm. However, respondents should anticipate developing the campaign's creative direction and assets rather than working from an established campaign.

Q32: Is the \$40K/state ceiling strictly siloed, or is there flexibility to reallocate between states if efficiencies emerge (beyond the shared-cost allocation already addressed in the RFP)?

A32: The \$40,000 per-state ceiling is fixed. Funds may not be reallocated between states. However, respondents are encouraged to identify efficiencies through shared strategy, creative, production, management, media, or other activities, with shared costs clearly allocated between the two state budgets.

Q33: For the ~2 workshops/field days per state — will NBGIF/partners handle venue and technical content while the firm focuses on promotion, or is fuller event management expected?

A33: The selected firm will be primarily responsible for promotion, recruitment, registration materials, and follow-up.

Q34: What approval turnaround should we plan for on branding, messaging, or media placements during Phase I, so the timeline we propose is realistic?

A34: Respondents should plan for an efficient, collaborative review process. NBGIF and applicable partners will prioritize timely review and approvals to support the project schedule. The selected firm is encouraged to propose an efficient review and revision process that supports timely approval and deployment within the project schedule.

Q35: Is continued funding beyond March 2027 contingent on this campaign's results, or already anticipated separately — relevant to how we frame the "scalable framework" deliverable?

A35: No additional funding is anticipated for this project beyond March 2027. However, NBGIF may consider the selected firm for future projects in other geographies across the nation.

Q36: Are messages going to be limited to the themes included in the scope? Will the scope of impacted species be limited only to turkeys (noted in the Overview)?

A36: No. The themes identified in the RFP are illustrative, not limiting. The selected firm may recommend additional messages based on audience insights and campaign strategy. Likewise, while wild turkey habitat is a primary project focus, messaging may incorporate broader benefits to bobwhite, grassland birds, pollinators, other wildlife, working lands, and natural resources where relevant.

Q37: When does the Working Lands program application period open? When does it close?

A37: There is a rolling application window. Interested landowners may express interest throughout the campaign period and will be connected with the appropriate conservation professionals to discuss enrollment opportunities, eligibility, and corresponding deadlines.

Q38: Will filing/acting conservation partners need additional time prior to/after the application period closing to review landowner applicants and calculate conversions? Does the application allow for recording/disclosure of how the applicant was recruited (specifically if the campaign had anything to do with their decision)?

A38: NBGIF and applicable partners will work to support appropriate tracking and reporting of landowner inquiries and participation throughout the project period.

Q39: Are the anticipated workshops part of the \$40k per state budget, or will that be coming out of a separate budget?

A39: The selected firm should include costs associated with promotion, recruitment, registration materials, and follow up within the \$40,000 per state budget.

Q40: What are the confirmed FY2027 EQIP application ranking dates for Georgia and Mississippi?

A40: Specific FY2027 EQIP application ranking dates may vary by state and applicable funding opportunity.

Q41: Do NBGIF, NWTF or the state partners already hold landowner lists, CRM records or prior outreach results for these four counties?

A41: NBGIF and its partners maintain existing contact lists from prior program participation, along with select prior outreach data and audience insights. NBGIF also uses an existing ERP to capture and track landowner inquiries. Relevant available information will be provided to the selected firm.

Q42: Can partners report plans started, applications submitted and acres back to the selected firm on a monthly basis?

A42: Access to downstream information will be made available in the form of reports generated for grant deliverables.

Q43: What is prompting you to seek communications support now?

A43: NBGIF is seeking communications support now to move beyond traditional outreach and more effectively convert landowner awareness into measurable engagement and participation.

Q44: Are there any misconceptions or reputational issues NGBI, NWTF, or any affiliated partners are facing that we should know about?

A44: NBGIF is not aware of any specific misconceptions or reputational issues involving NBGIF, NWTF, or applicable project partners that respondents should account for at this time.

Q45: What executives and/or subject matter experts can we leverage to further your messaging?

A45: NBGIF staff and applicable project partners will be available as subject matter experts.

Q46: Is there proprietary data and/or research we can leverage to bring your messaging to life?

A46: NBGIF will provide existing project knowledge, insights, and target audience identification materials. The selected firm is encouraged to supplement this information with additional research as needed.

Q47: Have workshops and field days been conducted in the past? If so, what worked well? Where is there opportunity to improve?

A47: NBGIF and its partners have conducted landowner workshops and field days in the past, providing opportunities to connect landowners with conservation professionals. Opportunities for improvement include targeted recruitment, follow up, and converting attendance into measurable conservation action.

Q48: Have the workshops and field days referenced in the RFP already been scheduled? If so, what are the dates?

A48: Workshops and field days are potential campaign activities. If pursued, timing will be determined in coordination with NBGIF, applicable project partners, and the selected firm.

Q49: Are there any key announcements planned in the next 6-12 months that we should consider as we develop our campaign strategy?

A49: No key announcements are currently planned that respondents should account for in developing the campaign strategy.

Q50: Can you share your rationale for including veterans among your targeted audiences?

A50: Veterans are included because Veteran Farmers or Ranchers are recognized by USDA as a Historically Underserved producer group. Their inclusion supports the project's broader interest in reaching historically underserved landowners and ensuring conservation opportunities are accessible to eligible producers.

Q51: Are there current engagement metrics that we can leverage as a baseline?

A51: NBGIF and its partners have select prior outreach and engagement data that may be used as a baseline where applicable. Relevant available data will be provided to the selected firm.

Q52: Have you worked with agencies in the past? What worked well? What was frustrating?

A52: Our strongest agency relationships have been collaborative, responsive, and proactive. Challenges have typically arisen when communication, expectations, or processes become unclear or unnecessarily cumbersome.

Q53: Is there any existing or baseline data that you have access to in these counties (such as existing program participants, key targets, etc.) that will be provided?

A53: NBGIF and its partners have select prior outreach and engagement data that may be used as a baseline where applicable. Relevant available data will be provided to the selected firm.

Q54: Have you done any outreach in these counties about these programs before, or would this be the first time you are engaging these audiences?

A54: Prior landowner outreach has been completed in the target counties. However, this campaign represents a more targeted effort to move landowners from awareness and interest to measurable participation.

Q55: What does your approval process look like for reviewing messaging and creative?

A55: NBGIF and applicable project partners will review messaging and creative prior to dissemination. The selected firm is encouraged to propose an efficient review and revision process that supports timely approval and deployment.

Q56: Which NRCS programs are you targeting (e.g. EQIP and CSP)?

A56: Applicable NRCS conservation programs and funding opportunities will be discussed with the selected firm.

Q57: Are there any key NRCS program sign-up milestones we should consider as part of the campaign?

A57: No. There is a rolling application window. Interested landowners may express interest throughout the campaign period and will be connected with the appropriate conservation professionals to discuss enrollment opportunities and corresponding deadlines.

Q58: Is there an incumbent firm and how many firms do you expect to respond?

A58: There is no incumbent firm. NBGIF does not have a predetermined expectation for the number of proposals received.

Q59: Is there a path to extending this work into additional geographies or campaigns after the conclusion of this campaign?

A59: No additional funding is anticipated for this project beyond March 2027. However, NBGIF may consider the selected firm for future projects in other geographies across the nation.

Q60: Will you be conducting any interviews during the selection process?

A60: Interviews are not currently planned. NBGIF expects to make its selection based on the written proposals but reserves the right to request clarification or additional information if needed.

Q61: Does NBGIF anticipate needing in-person participation in Georgia and Mississippi, or is remote campaign management acceptable when supported by strong communication and collaboration with local partners?

A61: Remote campaign management is acceptable. In person participation is not required.

Q62: How many NBGIF partners should the selected firm anticipate communicating and coordinating with throughout the campaign, and who will serve as the primary point of contact and approval authority for creative materials, media placements, and other campaign activities?

A62: The selected firm will coordinate primarily with NBGIF and applicable project partners. NBGIF will serve as the primary point of coordination, with appropriate staff and project partners engaged as needed for review, input, and approvals.

Q63: What existing audience research, landowner or mailing lists, email lists, partner communication channels, and previous campaign materials will be available to the selected firm?

A63: NBGIF and its partners have existing contact lists, audience materials, and select prior outreach and engagement data that may be used as a baseline where applicable. Relevant available resources will be provided to the selected firm.

Q64: How do NBGIF and its partners currently receive and track landowner inquiries, event participation, qualified leads, and enrollment in conservation programs? What performance data will be available to the selected firm during the campaign?

A64: Landowner inquiries and participation will be tracked through NBGIF's existing interest form and ERP. Relevant campaign and downstream participation data will be made available to the selected firm through reports generated for grant deliverables.

Q65: What roles will NBGIF, NWTF, and local partners play in planning and conducting the potential workshops or field days? Should proposals budget for venue, food, equipment, staffing, and other onsite costs, or will any of these be provided by project partners?

A65: Workshops and field days are potential campaign activities. If pursued, NBGIF and applicable partners will coordinate onsite logistics, while the selected firm will be primarily responsible for promotion, recruitment, registration materials, and follow up.

Q66: Are there existing websites, landing pages, inquiry forms, registration systems, branding assets, photography, or other creative materials that the selected firm will be expected to use?

A66: NBGIF will provide applicable existing resources, including branding assets, photography, program materials, and the existing interest form and landing page. These resources may be incorporated where appropriate, but the selected firm should anticipate leading the campaign's creative direction and recommending or developing the assets needed to effectively execute its proposed strategy.

Q67: What level of travel, onsite event attendance, or other in-person presence is expected from the selected firm in Georgia and Mississippi?

A67: Remote campaign management is acceptable. In person participation is not required.