Request for Information/Sources Sought Notice (RFI/SSN)
Communications Services
Updated April 16, 2021

ABOUT THE CDC FOUNDATION

The CDC Foundation helps the Centers for Disease Control and Prevention (CDC) save and improve lives by unleashing the power of collaboration between CDC, philanthropies, corporations, organizations and individuals to protect the health, safety and security of America and the world. The CDC Foundation is the go-to nonprofit authorized by Congress to mobilize philanthropic partners and

> To learn more about the CDC Foundation's financials visit https://www.cdcfoundation.org/financials. From there you can view the Foundation's IRS Form 990 and Audited Financial Statements.[1]

private-sector resources to support CDC's critical health protection mission. Since 1995, the CDC Foundation has raised over $1.2 billion and launched more than 1,200 programs impacting a variety of health threats from chronic disease conditions including cardiovascular disease and cancer, to infectious diseases like rotavirus and HIV, to emergency responses, including COVID-19 and Ebola. The CDC Foundation managed hundreds of CDC-led programs in the United States and in more than 140 countries last year. Visit www.cdcfoundation.org to learn more.

SOURCES SOUGHT DESCRIPTION

The CDC Foundation's work includes a wide variety of communication activities across the entire organization. This includes the development of podcasts, websites, webinars, infographics, communication campaigns, press releases, stories of success, donor-related reports and more. At any point in time, the CDC Foundation is implementing more than 200 donor-funded projects and programs across the United States (U.S.) and in more than 140 countries. The organization works with partners worldwide to strengthen the global public health workforce; extend emergency response efforts; research and implement effective disease prevention and health promotion strategies as well as implement interventions to address a wide variety of community health, infection prevention and control activities. The CDC Foundation is also focused on reducing health disparities across populations, with health equity and Community-Based Organization (CBO) capacity building at the forefront of these efforts. Communications support is essential to the success for this important priority.

The purpose of this notice is to gain knowledge of potential qualified sources, including small and diverse organizations, capable of providing communications services the CDC Foundation anticipates requiring in support of its donor-funded projects and programs as well as its broader organizational needs over the next two (2) years. Responses to this RFI/SSN will be used by the CDC Foundation to inform subsequent strategies to obtain communications services. Organizations that choose not to respond to this RFI/SSN will not be precluded from responding to subsequent Requests for Proposals (RFPs) released for open competition on our website.[2]

SERVICE AREAS

The CDC Foundation seeks to identify organizations able to provide services in some or all of the areas described below (A-I). Examples of specific requirements anticipated in each area can be found in **Appendix I**.

A. Communications research, planning and evaluation

B. Content/materials development, management and dissemination

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[1] Additional information added April 16, 2021.

[2] Clarification added on April 9, 2021.

C. Web design, development and management

D. Capacity building through training, networking and technical assistance

E. Video, audio and streaming media development and production

F. Events

G. Press

H. Advertising and marketing

I. Employee communications

These services are anticipated to be required to fulfill objectives associated with specific donor-funded projects/programs as well as to support the CDC Foundation's general operations.

REQUESTED INFORMATION
The CDC Foundation seeks the following information from interested parties capable of providing services in some or all of the areas listed in the above section.

1. Section 1: Cover/Contact Page

    - Name

    - Address

    - Website

    - Data Universal Number System (DUNS) number
      To request a DUNS number visit www.dnb.com/duns-number/get-a-duns.html

    - Year established

    - Business classification(s)

    - Service areas (A-I) for which you bring capability and relevant experience

    - Point of contact
      - Name   - Phone
      - Title   - Email

    Submission Format: Online form
    Page Limit: Not applicable

2. Section 2: Describe your understanding of and technical capacity to provide the services identified in this RFI/SSN.

    - General approach to delivering each service area of interest.
    - Access to relevant data, technology and tools necessary for successful delivery.
    - Anticipated challenges and address how they will be overcome.

    Submission Format: Attachment to online form
    Page Limit: One (1) page per service area (A-I)

3. Section 3: Describe your previous experience successfully performing the services identified in this RFI/SSN.

    - Provide examples of specific projects or work products delivered within the last five (5) years. Examples provided should demonstrate ability to perform services on time, within budget, at a high level of quality.

Submission Format: Attachment to online form

Page Limit: One (1) page per service area (A-I)

4. Section 4: Describe your capability to provide the services identified in this RFI/SSN, from staffing and management perspectives.

- Identify staff (number and type(s)) readily available to deliver services.
- Describe the experience of staff considered key to the delivery of services in areas identified in this RFI/SSN.
- Describe existing relationships with third parties considered key to the successful delivery of services in areas identified in this RFI/SSN (If applicable).
- Describe approaches to project planning, execution, monitoring, evaluation and closure as well as quality and financial management employed to assure services are delivered on time, within budget, at high quality.

Submission Format: Attachment to online form

Page Limit: Two (2) pages

5. Section 5: Describe your typical/preferred pricing methodology for providing the services identified in this RFI/SSN (e.g., Cost Reimbursable, Fixed-Price, Time & Materials/Labor Hour).

- Provide existing pricing schedule(s) applicable to services areas identified in this RFI/SSN (if applicable).

Note: Actual pricing/cost data is not required in response to this RFI/SSN.[3]

Submission Format: Attachment to online form

Page Limit: One (1) page

INSTRUCTIONS

Responses should be submitted no later than **11:59PM eastern on April 25, 2021**[4] via this online form.

Information requested in section 1 should be inputted directly into the online form. Information requested in sections 2 through 5 should be attached to the online application as a single Microsoft Word (.doc or .docx) or Adobe Acrobat (.pdf) file with your name clearly identified in the header or footer of each page. Respondents should use 12-point Arial or Calibri font and 1 inch margins on 8.5 by 11 inch pages. Lesser font sizes may be used in tables and charts, so long as such fonts are clearly legible.

Sample work products and existing pricing schedule(s) may be shared through links embedded in response to Sections 3 and 5 respectively, or as separate files attached to the online application.[5]

EVALUATION CRITERIA

Each response will be evaluated with consideration for the following factors:

- Soundness, practicality and feasibility of approach to providing the services identified in this RFI/SSN

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[3] Clarification added April 16, 2021.

[4] Submission deadline extended on April 16, 2021.

[5] Clarification added April 16, 2021.

- Ability to clearly explain relevant experience and qualifications in service areas of interest to the CDC Foundation
- Ready access to resources (e.g., staff/expertise, data, technology) necessary to provide the services
- Soundness, practicality and feasibility of management approach

A rating of *Technically Capable* or *Not Technically Capable* will be assessed for each Service Area addressed.

A diligence review will also be conducted to determine whether respondents are in good financial standing and have sustainable operations. Data available through third party sources including Dun & Bradstreet will be consulted as will information publically available via Federal and State award, debarment, exclusion and sanction databases. From this review, each respondent will be rated as low, medium or high risk.

INDUSTRY DISCUSSIONS
Due to the large volume of interest anticipated in response to this request, the CDC Foundation will not engage in telephonic discussions, presentations or meetings related this RFI/SSN.

Please contact procurement@cdcfoundation.org only if you experience difficulty accessing or submitting the online response form.

DISCLAIMER
This RFI/SSN is being issued solely for informational/planning purposes only and is not a solicitation. Responses to the notice are not considered offers and cannot be accepted to form a binding contract. Respondents are solely responsible for all expenses associated with responding to this RFI/SSN. All information received in response to this notice that is marked as proprietary will be handled accordingly.

Appendix I: Sample Requirements by Service Area

Service Area
A. Communications research, planning and evaluation

- Develop full-scale campaigns and communications plans
- Conduct various forms of research to inform communications planning, including but not limited to:
  - Formative research
  - Identification and analysis of target audiences (audience segmentation and profile development)
  - Stakeholder engagement and focus groups
  - Quantitative research
  - Qualitative research
  - Rhetorical research/message development and testing
  - Polling
- Conduct process, outcome and impact evaluation of communications efforts

B. Content/materials development, management and dissemination

- Identification and testing of messages and communication concepts
- Translation of research findings, evidence-based interventions, best practices and strategies into user-friendly language and formats
- Development and adaptation of culturally and linguistically appropriate digital and print materials, responsive to diverse cultural health beliefs and practices, preferred languages, health literacy and other communication needs, for use across a variety of platforms. Examples of such materials include, but are not limited to:
  - Advertisements
  - Banners, displays and signs
  - Brochures, handouts and pamphlets
  - One pagers/fact sheets
  - Infographic development
  - Interactive content development and programming
  - Manuals and training guides
  - Photographs
  - Point-of-purchase materials
  - Social media posts
  - Stories (written, audio, video, animation)
  - Talking points and presentations
  - Templated emails
  - Web copy
  - Written reports and white papers (e.g., summarizing project findings, data, and recommendations for external audiences)
- Writing, editing and graphic design support
- Establish two-way process to both seek out and receive materials from contributors
- Leverage subject matter experts to collate, review and evaluate materials from contributors
- Compile and maintain distribution lists to facilitate the dissemination of materials
- Produce, warehouse and disseminate printed materials
- Assess and utilize various communication channels/tactics to reach target audiences

C. Web design, development and management

- Design, build, rapidly test, launch and maintain websites
- Web publishing
- Web programming
- Develop interactive web content
- Provide web content management
- Conduct usability testing
- Conduct accessibility review and remediation
- Provide analytics on traffic to sites
- Develop and manage databases

D. Capacity building through training, networking and technical assistance

- Create cohorts (e.g., funded grantees based on their planned activities and community locations)
- Schedule and facilitate peer-to-peer networking and learning opportunities to connect, share and coordinate on relevant topics (e.g., measuring results/evaluating interventions, advancing equity)
- Organize conference calls on topics relevant to the CDC Foundation's projects, programs and overall mission
- Produce webinars on topics relevant to the CDC Foundation's projects, programs, and overall mission
- Develop on-line training materials to promote distance learning and support capacity building
- Conduct needs assessments and develop training plans to build knowledge, skills and abilities
- Develop competencies
- Conduct evaluations of trainings
- Document promising practices and lessons learned that emerge from training, networking and technical assistance

E. Video, audio and streaming media development, production and distribution

- Video strategic visioning (key messages, audiences, timeline, etc.)
- Video pre-production (story identification, storyboarding, planning, shoot preparation, etc.)
- Video production (directing, producing and shooting interviews, b-roll and/or creating animations when relevant)
- Video post-production (writing, story producing, editing, archival research when needed, music, graphics, sound mixing, effects, etc.)
- Video upload and delivery
- Podcast pre-production (key messages, audiences, timeline, story identification, researching guests, booking guests, prepping interview questions, etc.)
- Podcast production and recording (recording interviews)
- Podcast post-production (editing interviews, sound design and upload)

F. Events

- Plan and produce events, including but not limited to, the following:
  - In-person events
  - Online events
  - Webinars
  - Online trainings
- Manage event logistics
- Manage event-related communications

G. Press

- Develop plans for press outreach, including but not limited to, the following:
  - Media relations
  - Media press kits
  - Development of Public Service Announcements (PSAs)
- Write and distribute press releases
- Develop op-eds
- Pitch stories
- Plan and host press conferences and satellite media tours
- Crisis communications
- Media training
- Media measurement

H. Advertising and marketing
• Develop advertising and marketing plans tied to achieving goals and objectives • Write and create social media ads (e.g. Facebook/Instagram, LinkedIn, Twitter, TikTok, Google) • Disseminate social media ads, video clips, audio recordings and more • Media buying • Content marketing • Search engine optimization • Measurement/data/analytics
I. Employee communications
• Leadership communications • Change management-related communications • Crisis communications • Culture communications • Health and safety communications • Two-way communications