Request for Proposals
RFP Number: HQ-2022-02

Services being Procured:

Communication Services

Issued By:

Equal Access International
1001 Connecticut Avenue, NW Suite 909
Washington, D.C. 20036

Key Dates:

RFP Issued: Monday, February 14, 2022
Deadline for Questions: Tuesday, February 22, 2022, 12:00 noon EST
Deadlines for Submission of Proposals: Monday, March 14, 2022, 12:00 noon EST
Anticipated Award Date: Monday, March 28, 2022
Assignment Commencement Date: Friday, April 1, 2022
RFP # HQ-2022-02 – Communication Services

Background information
Equal Access International (EAI), a Washington, DC based non-profit invites qualified individuals or firms to submit a proposal to provide Communication Services to EAI.

Section 1 – Instructions to Offerors

1.1 Issuing Office
Equal Access International
1001 Connecticut Avenue, NW, Suite 909
Washington, D.C. 20036 USA
Website: http://www.equalaccess.org/

Note: Questions or requests for clarification are only accepted in writing, EAI will not respond to any phone-call inquiries.

1.2 Anticipated Award Type
The award resulting from this RFP is anticipated to be time and materials based on a fixed hourly rate. The deliverables include Communication Services. (Refer to Annex 1 – Statement of Work). The anticipated award date is on or about March 28, 2022, with a period of performance start date on or about April 1, 2022.

1.3 Period of Performance
The initial period of performance for these services is six (6) months. Options for extended services will be discussed with the awardee prior to 90 days before the completion of the initial period of performance.

1.4 Basis of Award
The award will be issued to the responsible and reasonable offeror who offers the best value to EAI using a combination of price and technical or non-cost/price factors.

1.5 Submission of Questions
EAI will answer questions regarding the requirements of this RFP. Questions may be submitted via email only at eaprocurement@equalaccess.org with the subject line title of “RFP- HQ – 2022-02 Communication Services” no later than 12:00 noon EST Tuesday, February 22, 2022. Answers to all questions shall be provided to all offerors.

1.6 Submission of Proposals
Proposals must be submitted no later than 12:00 noon EST, Monday, March 14, 2022, via email to eaprocurement@equalaccess.org. The subject line of the email should include the full RFP Number and Title of “RFP- HQ-2022-02 – Communication Services” [VENDOR NAME]_Proposal”.

1.7 Interview/Clarification Questions and Answers
EAI reserves the right to ask question of offerors and to conduct interviews regarding their proposal, particularly as relates to the technical approach and key staff participating in the process, prior to final evaluation and award. If EAI chooses to conduct interviews, they will be scheduled between **Monday, March 21 and Tuesday, March 22, 2022.**

### 1.8 Proposal Format

For EAI to conduct the most efficient proposal evaluation, bidders are required to include the following information in their proposal as described below:

#### 1.8.1 Technical Proposal

1. **Technical Approach** – Offerors must describe their proposed technical approach to providing Communication Services, as per the requirements found in Annex 1 Scope of Work (SOW). Include a description of the activities undertaken by your firm to promote/ensure quality. Describe any existing or potential conflict of interest and conflict mitigation plan.

2. **Key Personnel** – Offerors must list their key personnel and provide CVs of their relevant work experience.

3. **Summary of Organization’s Experience** – Offerors must provide a description of relevant past performance and experience with similar work. In addition, please provide three references that EAI can contact who have worked directly with you and/or your organization in providing services like those outlined in Annex 1 – Statement of Work.

#### 1.8.2 Financial Proposal

Offerors must submit a budget proposal, including hourly rate(s) of for services described in Annex 1 – Statement of Work.

### 1.9 Evaluation of Proposals

EAI will use best value determination for the award. A best value determination means that, in EAI’s estimation, the selected offer will provide the greatest overall benefit in response to the requirements stated in this RFP. It may be in EAI’s best interest to consider an award to other than the lowest priced offeror or other than the highest technically rated offeror. The evaluation factors and allocated points are presented below.

1. **Technical Approach (50 points)** – Points for this section will be awarded based on the information presented in the technical approach.

2. **Relevant Key Personnel and Organizational Experience (50 points)** – Points for this section will be based on the relevant experience of key staff and the offeror’s organizational portfolio of relevant performance, including references of past clients.
3. Cost – The cost proposal will be reviewed and evaluated for reasonableness. EAI reserves the right to evaluate cost/technical trade-offs and will award to the firm providing the best value to EAI, cost and technical factors considered.

1.10 Validity of Proposals
Proposals submitted shall remain open for acceptance for a minimum of ninety (90) days from the Deadline for Submission of Proposals. The selected Offeror(s) shall supply the services requested at the proposed prices for the delivery/performance period specified in this Request for Proposal (RFP).

1.11 Minimum Bidder Qualifications
Bidders submitting proposals must:
1) Be officially licensed to do such business in the United States,
2) Not be or debarred or suspended by the United States Government and must not appear on any excluded parties list or otherwise be ineligible for award. EAI shall not award a contract to any organization determined ineligible for award by the US Government.
3) Provide documentation to verify licensure (i.e., tax id, registration certificate, etc.)
4) Demonstrate adequate management, human and financial resources to perform the contract
5) Satisfactory records of performance history, integrity and business ethics

1.12 Late Proposals
Proposals received after the submission deadline stated in the cover page of this RFP may not be considered. Bidders will be held responsible for ensuring their proposals are received according to the instructions stated herein. Late proposals may be considered at the discretion of EAI.

1.13 Modification of RFP Requirements
EAI retains the right to terminate this RFP or modify the requirements upon notification to Offerors.

1.14 Right of Negotiation and Acceptance of Proposal
This Request for Proposal does not legally obligate EAI to award a contract. EAI reserves the right not to make an award to any Offeror. No commitment is made, either expressed or implied, to compensate Bidders for costs incurred in the preparation and submission of their proposals.

EAI may reject any proposal that is nonresponsive. A responsive proposal is one that complies with all terms and conditions of the RFP as outlined in this document and any subsequent modifications issued by EAI. A proposal must be complete, signed by an authorized signatory and delivered no later than the submission time and date indicated in Section 1.6. EAI may reserve the right to waive any minor discrepancies in a proposal.
EAI reserves the right to issue an award based on the initial evaluation of proposals without discussion. EAI also reserves the right to enter best and final negotiations with any responsive Offeror for all or part of the proposed scope.
ANNEX 1
STATEMENT OF WORK
COMMUNICATION SERVICES

Equal Access International (EAI) is seeking to engage a person or organization to provide communication services for EAI including leading the development, delivery, and coordination of EAI’s global communications initiatives; developing effective strategic communication strategies and products that enhance EAI’s public profile and support internal communications; conceptualizing, drafting, and editing high-quality content, including feature articles, news items, project descriptions, marketing flyers, newsletters, social media stories, project videos, and web content; and coordinating with EAI’s HQ and field staff currently in providing strategic input related to program communication products.

Services include the following:
• Design, develop, produce, and consult on a variety of internal and external communications materials and media.
• Manage and update EAI’s website and social media accounts
• Develop a strategic communications strategy that responds to developments in countries around the world, and clearly communicate EAI’s unique selling proposition in the sectors and countries in which we work.
• Develop and implement specialized communications approaches to increase EAI’s name recognition and programmatic impact.
• Conceptualize, design, and write effective communication materials, such as blogs, press releases, infographics, marketing flyers, newsletters, annual reports, articles, program narratives, web content, and social media articles/announcements.
• Ensure proper EAI and donor branding and marketing compliance on all projects as applicable.
• Collaborate with EAI’s Business Development Unit to coordinate strategic communication campaigns for future priority countries, donors, or sectors; assist with business development and fundraising more generally, as needed.
• Develop and produce infographics, videos and other communication collateral showcasing EAI’s global work and impact.
• Collaborate with multiple internal and external business partners to ensure alignment and understanding of EAI media opportunities and issues.
• Engage with the external media to elevate EAI’s public profile. Provide media research, writing, social media, media training, and web development, etc.