



RFP # HQ-2022-02 – Communications, Content and Design Services

Request for Proposals
RFP Number: HQ-2022-02

Services being Procured:

Communications, Content and Design

Issued By:

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

Key Dates:

RFP Issued:	Friday, May 27, 2022
Deadline for Questions:	Friday, June 03 2022, 6:00 PM EST
Deadline for Submission of Proposals:	Thursday June 16, 2022, 6:00 PM EST
Anticipated Award Date:	July 01, 2022
Anticipated Commencement Date:	To be determined at award



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Background information

Equal Access International (EAI), a U.S.-based non-profit headquartered in Washington, DC, invites qualified individuals and firms to submit a proposal to provide Communication, Content and Design services to EAI.

Instructions to Offerors

1.1 Issuing Office

Equal Access International
1001 Connecticut Avenue, NW, Suite 909
Washington, D.C. 20036 USA
eprourement@equalaccess.org
Website: <http://www.equalaccess.org/>

1.2 Anticipated Award Type

The award resulting from this RFP is anticipated to be time and materials based on a fixed hourly rate *or* deliverables-based. Refer to Annex 1 – Statement of Work for the deliverables. The anticipated award date is stated on the cover page, and the period of performance start date will be shortly thereafter; date to be determined by mutual agreement.

1.3 Period of Performance

The initial period of performance for these services is twelve (12) months. EAI will have the option to extend the services, which 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 eprourement@equalaccess.org with the subject line title of: **RFP-HQ-2022-02**. Question are due no later than the date and time stated on the cover page. All answers to questions, if any, shall be provided to all potential offerors who submitted questions.

1.6 Submission of Proposals

Proposals must be submitted **no later than the date and time stated on the cover page**, via email to eprourement@equalaccess.org only. The subject line of the email must reference: 'EAI RFP HQ-2022-02' and the **Vendor Name**.

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, prior to final evaluation and award. If EAI chooses to conduct interviews, they will take place before the anticipated award date.

1.8 Proposal Format

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

1.8.1 Technical Proposal

a. Technical Approach – Offerors must describe their proposed technical approach to providing the services required in the SOW (found in Annex 1). In a Word or pdf document of **no more than four (4) pages (not including any Annexes)**, describe: a) of the activities you would undertake to provide the required services and/or deliverables; b) your past accomplishments providing these or similar services; and c) how you would prevent or mitigate any existing, potential, or perceived conflict of interest.

b. Key Personnel – Offerors must list a minimum of one (1) and maximum of three (3) key personnel, and—in annex (in Word or pdf) to the Technical Proposal—provide CVs of the key personnel’s work experience and other relevant qualifications (including language proficiency). Key personnel are those who will be responsible for a significant portion of the SOW (as outlined in Annex 1). Each CV must be two (2) pages or less.

c. References – Offerors should provide—in annex (in Word or pdf)—three (3) points of contact who can reference direct work experience with you and/or your organization related to services provided that were or are similar to the SOW in Annex 1 to this RFP. References should include (at a minimum) the points of contact’s: name; organizational affiliation; email address; and phone number.

If you cannot present the requested number of references, please briefly explain why. The annex consisting of all references as well as any additional explanation (if applicable) must be no more than one (1) page total.

1.8.2 Financial Proposal

Offerors must submit a cost proposal/pricing, including hourly rate(s) for services described in Annex 1 – SOW, and/or a deliverable rate schedule. The cost proposal/pricing must be submitted as an illustrative budget for the period of performance. The budget should include: unit/item; unit/item description; unit/item costs; number of units; and subtotals. It may be submitted in Word, pdf, or Excel, but should be no more than one (1) page in print copy in whichever format.

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-price offeror or other than the highest-rated technical offer. The evaluation factors and allocated points are as follows:

1. **Technical Approach** – Up to 60 points awarded based on the information presented in response to 1.8.1.a above.

2. Relevant Key Personnel and Organizational Experience – Up to 40 points based on the relevant experience of key staff and the offeror’s organizational portfolio of relevant performance, including references of past clients, as requested in 1.8.1.b and 1.8.1.c above.

3. Cost – The cost proposal will be reviewed and evaluated for realism and reasonableness. EAI reserves the right evaluate cost/technical trade-offs, and will award to the firm or individual providing the best value to EAI, both 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 hourly rate(s) or deliverable rates schedule for the entire period of performance.

1.11 Minimum Bidder Qualifications

Offerors submitting proposals must:

- 1) Be officially licensed to do such business in their place of registration and operation;
- 2) Provide (in annex) documentation to verify licensure (e.g. tax id, registration certificate);
- 3) 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;
- 4) Be able to demonstrate adequate management, human and financial resources to perform the contract; and
- 5) Have satisfactory records of performance history, integrity and business ethics.

EAI shall not award a contract to any organization or individual determined ineligible for award by the US Government.

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 EAI’s discretion.

1.13 Modification of RFP Requirements

EAI retains the right to terminate this RFP or modify the requirements upon notification.

1.14 Right of Negotiation and Acceptance of Proposal

This RFP 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 Offerors for costs incurred in the preparation and submission of a proposal.

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. A proposal must be complete, signed by an authorized signatory and delivered before the deadline. EAI reserves 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, including interviews, with any responsive Offeror for all or part of the proposed scope.

ANNEX 1
STATEMENT OF WORK
COMMUNICATIONS, CONTENT AND DESIGN SERVICES

Equal Access International (EAI) seeks to engage a person or organization to provide services to EAI, including (but not limited to) the following:

As an international non-governmental organization, EAI's communication needs are broad: developing, executing and coordinating strategic communications globally; developing effective communication and marketing materials; enhancing EAI's public profile in international development; internal communications; conceptualizing, drafting, and/or editing high-quality content (feature articles, press releases, project reports, newsletters, social media stories and online content, etc.); and assisting and coordinating with EAI's Business Development (BD) Unit and project staff on proposals, grant applications, and other fundraising efforts.

Our communication, content and design needs include expert guidance on and professional execution of:

- The design, development, and production of a variety of internal and external communications materials and media;
- Management of EAI's website and social media accounts;
- Conceptualization, design, and production of graphics (web content, infographics, marketing flyers, newsletters, graphics for project reports and BD materials);
- Adherence to EAI and donor branding and marking requirements and style guidance on all communications as applicable;
- High-quality desktop publishing, copy editing and formatting of all written materials for donors and other external audiences;
- Collaboration with the BD Unit on strategic communication campaigns in support of fundraising and marketing; and
- Support and guidance for multiple internal and external business partners on alignment and understanding of media opportunities and issues.

Length of Contract

The duration of the contract will be for the initial period of performance of 12 months.