

RFP – COMMUNITY EDUCATION/AWARENESS CAMPAIGNS (FASD AND EARLY INTERVENTION) QUESTIONS AND ANSWERS 11/25/08

QUESTION: Are costs for media buying and placement separate from the \$62,000 budget?

ANSWER: No. Actually, we do not see this as a "media" campaign so much as an awareness campaign. We are primarily hoping to provide pertinent info directly to the target audiences as opposed to "mass" non-targeted media.

QUESTION: Are mailing and postage costs separate from \$62,000 budget (referring to distribution of materials)?

ANSWER: No (see previous answer) - using established relationships with influencers to provide much of the material (faith community, medical offices, etc.).

QUESTION: Are production costs (DVDs, posters, stickers, other printed materials) separate from the \$62,000 budget?

ANSWER: No. (Some of this is already in supply (FASD Not a Single Drop materials) or being printed separately (ODHM social-emotional wheels).)

QUESTION: Is there a specific quantitative or qualitative goal for each PR campaign? (ie. Generate \$XXXX in free media, XX news stories)

ANSWER: We did not quantify this. We are hoping to not pay at all for media if possible (using community service air time on TV/radio, etc.).

QUESTION: Is the contractor responsible for designing and developing the web site mentioned in the FASD campaign, or only responsible for developing materials to be loaded on web site?

ANSWER: Responsible for material only (back end work can be done by county staff).

QUESTION: Has Montgomery County FCFC established relationships/partnerships with large retailers (Kroger, Meijer) or will contractor be responsible?

ANSWER: The contractor primarily will be responsible.

QUESTION: Is there a page limit for our response to the RFP?

ANSWER: No.

QUESTION: Since you are requesting electronic submission, is it safe to assume that you will accept electronic signatures on the required forms?

ANSWER: Please submit the scanned signed documents. When entering into a contract with a vendor, we will need the original signed forms (and one needs to be notarized).

NOTICE TO ALL PROPOSERS: Attachment A of the RFP requests an IRS 990 form for 2006, however, please submit your latest 990, if applicable. (Form 990 only is applicable to tax-exempt entities.)