

## Questions for clarification

- **Campaign Development:** Is the goal to develop one specific campaign? Or a series of campaigns that speaks to the three different themes?
  - **We are open to a strategy that would best communicate our key messages to community while balancing cost considerations.**
- **Key Messages:** Can we assume that refining the NCFST's existing key messages is part of the scope?
  - **The key messages have been established but refinement to best communicate our message to community would be an asset.**
- **Milestones:** Are the milestone dates in the RFP fixed, or is NCFST open to suggestions for other milestone dates that can be leveraged?
  - **We have a significant community event the week of September 30<sup>th</sup>, 2022 and require campaign materials to be circulating in community before this date. We are open to modifying milestone dates to best serve impact of the campaign strategy.**
- **Proposal Content**
  - B) Service Approach and Timeline
    - ***“Discuss the firm’s use of technology”:*** Could you provide further clarification on this question? Can we assume this question is referring to how the firm will leverage digital and social media?
      - **In addition to how you will leverage digital and social media a description of how your firm will share digital assets with management for review and collaboration would be beneficial. E.g., Microsoft teams.**
    - ***“Discuss the communication process used by the firm to discuss issues with management”:*** Is this a question about how we will communicate progress to management and address challenges together? Or is this a question regarding our approach for managing communications issues/ crisis?
      - **The former applies here. How will you communicate progress to management?**
- **2.1 and 2.2) Qualifications and Evaluation and Selection Criteria**
  - ***“References”*** - How many references are required? Does NCFST require references from every Indigenous non-profit organization the bidder has worked with? Or would 3-5 references suffice?
    - **3-5 would suffice**
  - Although we have had the distinct pleasure of working with Indigenous communities through our various engagements we would not be able to say that we have a minimum of 5 years of experience working with Indigenous non-profits for similar services. Is this

a deal breaker and a mandatory requirement? If not, could you let us know how heavy this weighs on your evaluation?

- **Depth of experience working with Indigenous communities is our intention here rather than a focus on years. We encourage your proposal. The content of the proposal is our major consideration.**
- **Budget:** Could you let us know what the budget is for both agency services and media placements/buys?
  - **The budget for these line items will have to be determined from the communications strategy selected. Currently, the agency is well connected to community through our existing social media channels.**
- **Other:** Could you let us know if you are open to an out-of-province/east coast agency to do this work as we have for numerous other clients across the country for similar engagements or do you have a local preference?
  - **We are open to out-of-province agencies.**