

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 30th, 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.**