



REQUEST FOR PROPOSAL

Promotional Products + Branded Merchandise
July 12, 2024



1. INSTRUCTION TO PROPOSERS

Purpose of the Document

The National Forest Foundation (NFF) is seeking proposals from qualified vendors to provide full-cycle promotional products and branded merchandise management. The selected vendor will support NFF's mission by providing multi-price point options for quality, eco-conscious offerings that reflect our commitment to conservation and sustainability.

At the NFF, we are committed to ensuring our organizational culture is inclusive and equitable to attract, retain, and engage a diverse group of staff, board members, and contractors in the challenging work of innovating sustaining solutions to a resilient National Forest System. We encourage and welcome applicants of all backgrounds and experiences to apply.

In accordance with Federal law and U.S. Department of Agriculture policy, the National Forest Foundation is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs, or disability.

Structure of Response

Proposals must be submitted electronically in PDF format via email to Blair Ware at bware@nationalforests.org. Late submissions will not be considered. For any questions or additional information, please contact Blair Ware.

Contact

Blair Ware, Events + Corporate Engagement Manager
Building 27, Suite 3, Fort Missoula Road, Missoula, MT 59804
bware@nationalforests.org / 406.946.1794

Costs Associated with Proposal

Any costs incurred by the submitting organizations while preparing a response to this RFP are the sole responsibility of the submitting organization.

Finalist Meetings

After reviewing the submitted proposals, we will identify a subset of organizations to present their proposal and discuss the project via Zoom or Microsoft Teams (~45 minutes). Once presentations are completed, we will promptly make our decision.

Timeline

July 26, 2024	Proposals due by 5:00 PM EST
July 31, 2024	Final candidates notified and invited to present
August 6-7, 2024	Final candidate presentations



2. THE BRIEF

Organization

The National Forest Foundation inspires all people to embrace and protect our awe-inspiring natural world. In cooperation with hundreds of partners, we lead natural solutions that restore the health of our people and planet. By directly engaging Americans and leveraging private and public funding, the NFF works with communities and organizations to conserve and enhance the watersheds, wildlife habitat, wild places, and recreational opportunities across the 193-million-acre National Forest System. Learn more at nationalforests.org.

Background

The NFF is growing rapidly in size, scope, and scale. As such, we are attending and hosting more events and stewarding more relationships than ever. We currently store and fulfill all branded merchandise needs from our Missoula, Montana headquarters.

To date, branded collateral has been used for internal and external relationship stewardship, community engagement events, employee and Board of Directors apparel and gifts, employee safety apparel and supplies, strategic marketing efforts, giveaways at NFF-hosted annual events, and more.

We are seeking a vendor that can provide full support and services to manage our promotional item inventory. This includes, but is not limited to, product discovery, production, shipping, storage/inventory, and internal account billing management.

3. PROPOSAL REQUIREMENTS

Interested vendors must submit a proposal that includes the following:

Company Profile:

- Name of the company, address, and contact details.
- Brief company history and overview of services offered.
- Description of which parts of the business will be outsourced to a third party as it pertains to this proposal.
- How you will work with our company to select merchandise for our promotional product needs.

Experience and Qualifications:

- Description of relevant experience in providing swag and branded collateral services.
- Examples of previous work, particularly with non-profits or conservation organizations. How do you distinguish yourself from your competitors?

Creative + Design:

- Description of your in-house design capabilities, lead time for design services, and fees.



Product Offerings:

- Detailed list of available products, including descriptions and pricing.
- Information on eco-conscious and sustainable product options.
- Top ten selling product categories across promotional products and apparel.

Ordering and Fulfillment Process:

- Description of the ordering process and website functionality.
- Outline of warehousing and print-on-demand capabilities. Describe how you manage and track inventory.
- Detailed plan for managing shipping and handling.
- Standard lead time including the process for rush orders. Do you have a quick ship program?

Product Ordering Website:

- Describe your capabilities and variations for internal staff ordering sites. Provide samples.
- Do you own/host your own technology or use a third-party provider?
- Describe inventory and reporting capabilities.
- Does your platform have the capability to provide automated confirmation of orders, shipping, and tracking?
- Provide a detailed example of a typical online order transaction from start to finish.

Trade Show Support:

- Do you offer trade show support services?
- Are fixtures, furniture, etc. available for rent to display? Please describe all booth/display services.

Customer Service + Accounting:

- Description of customer service approach and support mechanisms.
- Team structure to provide customer service and respond to NFF's needs.
- Describe payment terms and process for invoicing.

References:

- Contact information for at least three references from current or past clients.

Cost Proposal:

- Detailed pricing for products and services.
- Any additional costs related to warehousing, shipping, or special requests.

4. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

Experience and Qualifications:

- Relevant experience and expertise in providing similar services.
- Positive references and demonstrated success with past clients.



Product Quality and Variety:

- Range and quality of available products.
- Commitment to eco-conscious and sustainable offerings.

Ordering and Fulfillment:

- Ease of use and functionality of the ordering website.
- Efficiency and reliability of the fulfillment process.

Customer Service:

- Responsiveness and quality of customer support.

Cost:

- Competitiveness and transparency of pricing.

Contract to Launch Timeline:

We have a strong preference for vendors that are available to begin work immediately.

5. APPENDIX

Website:

<https://www.nationalforests.org/>

Social Media:

<https://www.facebook.com/NationalForestFoundation>

<https://twitter.com/nationalforests>

<https://www.instagram.com/nationalforests/>

<https://www.youtube.com/user/natlforests>

<https://www.linkedin.com/company/national-forest-foundation/>

Previous NFF Swag Items:

Please note that this list is not exhaustive and is for reference only. We would like to diversify our current swag options.

- Kleen Kanteen Stainless Steel Pint Glasses
- Can Cooler Coozies
- Trucker hats
- Notebook/pen set
- Caribiner Keychain
- Hand Sanitizer
- Lip Balm (SPF)
- T-shirts (variety of price points)
- Custom Bandanas
- Reusable Tote Bags
- Canvas Tote Bags
- Fanny Packs
- Coffee mugs
- Hi-Vis Apparel
- Hardhats
- Stickers
- First Aid Kits
- Banners
- Pop-up signage (tabletop + floor)
- Tablecloths

