



**National Trust for
Historic Preservation**
Save the past. Enrich the future.

Addendum No. 1

PROJECT: SOCIAL MEDIA AND DIGITAL MARKETING FOR THE OFFICE OF THE PRESIDENT & AFRICAN AMERICAN CULTURAL HERITAGE ACTION FUND

DATE: JULY 17, 2026

RE: ADDENDUM NO. 1 TO REQUEST FOR PROPOSALS, ISSUED JULY 2, 2026

TO: ALL BIDDERS

This addendum forms a part of the contract documents and modifies the original bidding documents dated July 2, 2026, and shall be included in the relevant scopes of work and bids submitted. It is the bidder's responsibility to determine if their work is affected by this addendum. Failure to acknowledge receipt of this Addendum on bid submission may subject the bidder to disqualification.

The Following is AMENDED:

GENERAL NOTES AND CLARIFICATIONS:

1. Responses to questions received are attached.

END OF ADDENDUM NO. 1

RFP 2026-8 Q&A Document for Social Media and Digital Marketing for the Office of the President & African American Cultural Heritage Action Fund

Q1. The RFP requires respondents to produce a detailed task-level budget in Excel, describe the pricing methodology, and address cost containment, yet discloses no budget, range, or ceiling. Respondents cannot contain costs against a number the Trust will not share. Please disclose the anticipated annual budget or range. If the Trust declines, please explain how it plans to meaningfully compare proposals whose scope assumptions could differ by several hundred thousand dollars?

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q2. Section 3 describes an elastic scope with daily trend responsiveness, quarterly DC shoots, and ad hoc videography "at select sites nationwide to be determined." How many ad hoc shoots should respondents assume annually for budgeting purposes, and in what geographies?

R: The vendor should expect 1-3 ad hoc shoots during the 12 month contract period. Geographies will vary but tend to be concentrated on the East Coast. However, due to the fluid nature of the CEO's schedule and the dynamic nature of the National Trust for Historic Preservation, the predicted video shoot quantity per quarter is subject to change. The National Trust team will conduct regular planning sessions with the selected vendor to decide on shoot schedules and associated impact to production cost.

Q3. Section 9.A instructs respondents to prepare proposals "simply and economically" with a "straightforward, concise description," but Sections 7 and 8 request a task-level budget, pricing methodology, cost containment approach, fee schedule, org chart, insurance certificates, three references with day-to-day liaison contacts, contract redlines, and a portfolio, all within 50 pages?

R: As provided in the RFP, the page limit submissions shall be no greater than 50 pages.

Q4. What is the anticipated annual paid social advertising budget the awarded firm will be managing, and is ad spend pass-through or inside the retainer?

R: It is the policy of the National Trust not to release budget information during the RFP process. We determine ad spend budget on a program- and campaign-specific basis, informed by overall goals for audience growth and engagement. Social media ad spend does not need to be included in the vendor's retainer. It will come from a separate budget within the National Trust and Action Fund.

Q5. Can the Trust share a budget range or anticipated annual retainer band for this engagement? If not, can you confirm whether proposals will be evaluated against an internal benchmark.

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q6. Section E places subcontracting, staffing, gear, and venue costs within the retainer, while the Trust's credit card covers ad spend and subscriptions. Should travel, videography crews, and equipment for the quarterly DC shoots and ad hoc site visits be priced inside the retainer, or invoiced as pass-through expenses?

R: For quarterly shoots with the CEO, the vendor's approved retainer fee should include budget for venue booking, equipment, and crew sourcing and/or travel.

In select circumstances, for video work at non-DCA area locations or marquis National Trust events, additional budgetary support may be provided by the National Trust however this will be on a case-by-case basis and is not guaranteed. We appreciate inclusion of subcontractors and their qualifications in the proposal, particularly if they will be a consistent part of the team. They can also be onboarded post-award with approval and input by the National Trust and Action Fund teams.

Q7. How many ad hoc nationwide videography engagements does the Trust anticipate annually beyond the four quarterly DC shoots

R: Four shoots per year, with one video shoot per quarter, are expected. However, due to the fluid nature of the CEO's schedule and the dynamic nature of the National Trust for Historic Preservation, the predicted video shoot quantity per quarter is subject to change. The National Trust team will conduct regular planning sessions with the selected vendor to decide on shoot schedules and associated impact to production cost.

Q8. Can you share the expected posting cadence per channel for the CEO's accounts and the Action Fund's channels, or historical volume from the past 12 months?

R: We are expecting a posting cadence of 3 - 5 times a week on each platform.

Q9. How will approvals be sequenced between the Office of the President and the Action Fund Marketing Team, and who holds final sign-off when priorities differ? What turnaround time should the agency plan for?

R: The National Trust and Action Fund's marketing team will be the primary reviewers. There will be case-by-case scenarios where other parties, including the CEO, may review the submitted content. Final sign-off will remain with the Director of Presidential Office Communications

Q10. What is the anticipated annual paid social budget, and is management of paid campaigns included in the retainer or fee-based on spend?

R: It is the policy of the National Trust not to release budget information during the RFP process. We determine ad spend budget on a program- and campaign-specific basis, informed by overall goals for audience growth and engagement. Social media ad spend does not need to be included in the vendor's retainer. It will come from a separate budget within the National Trust and Action Fund.

Q11. Has the scope, budget, or priority of this engagement changed since the RFP's original posting?

R: It is the policy of the National Trust not to release budget information during the RFP process. The scope has adjusted minimally to account for changes in the National Trust's leadership since the original posting.

Q12. The RFP anticipates one or more competitively procured contracts. Is the Trust open to splitting strategy and production across firms, or awarding to a single team with subcontractors?

R: We will award this work to a single vendor. Respondents may submit proposals incorporating multiple subcontractors as one team, but the proposal should reflect a single entity to contract with the National Trust.

Q13. Are the four insurance certificates required at proposal submission, or upon award?

R: Insurance certificates are required as part of the proposal submission, and will be verified upon award.

Q14. Since respondents must identify Standard Services Agreement terms they wish to negotiate, can the Trust provide the Standard Services Agreement before the proposal deadline?

R: Please refer to Exhibit A included in the RFP document.

Q15. The RFP requests certificates for general liability, professional liability, auto, and worker's compensation. Can you confirm whether these certificates must be submitted with the proposal, or only after award and prior to contract execution.

R: Insurance certificates are required as part of the proposal submission, and will be verified upon award.

Q16. The scope includes quarterly Washington, DC-based video shoots with the CEO and additional videography at select sites nationwide. Will the National Trust provide preferred venues and local production partners, or should the awarded firm budget for venue booking, equipment, and crew sourcing independently?

R: For quarterly shoots with the CEO, the vendor's approved retainer fee should include budget for venue booking, equipment, and crew sourcing and/or travel. In select circumstances, for video work at non-DCA area locations or marquis National Trust events, additional budgetary support may be provided by the National Trust however this will be on a case-by-case basis and is not guaranteed. We appreciate inclusion of subcontractors and their qualifications in the proposal, particularly if they will be a consistent part of the team. They can also be onboarded post-award with approval and input by the National Trust and Action Fund teams.

Q17. The RFP allows subcontractors for specialized tasks (e.g., videography, venue logistics). Should subcontractors be identified in the proposal with their qualifications, or can they be onboarded after award with prior approval?

R: We appreciate inclusion of subcontractors and their qualifications in the proposal, particularly if they will be a consistent part of the team. They can also be onboarded post-award with approval and input by the National Trust and Action Fund teams.

Q18. For ad spend, subscriptions, and verification fees, will these costs be reimbursed separately by the National Trust, or should they be included within the firm's proposed budget structure?

R: The National Trust and Action Fund will provide the vendor with licensing to certain applications that are necessary, including NTHP's storage and project management software. Any subscriptions or verification fees outside of what Action Fund provides will be the vendor's responsibility.

Q19. For video and social media assets produced under this contract, will the National Trust retain full ownership and usage rights, or will any licensing restrictions apply?

R: The National Trust will retain full ownership, usage, editorial, and distribution rights of all work produced through this contract.

Q20. Is there a budget range or retainer ceiling you're working within for the year

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q21. For paid ad spend, subscriptions, and verification fees — are those funded separately through the Trust (the credit card mentioned in the RFP), or expected to come out of the retainer?

R: The National Trust and Action Fund marketing teams will determine ad spend budget on a program- and campaign-specific basis, informed by overall goals for audience growth and engagement. Social media ad spend does not need to be included in the vendor's retainer. It will come from a separate budget within the National Trust and Action Fund.

Q22. When we book videographers, venues, and gear, is that within our fee or handled as a pass-through cost?

R: For quarterly shoots with the CEO, the vendor's approved retainer fee should include budget for venue booking, equipment, and crew sourcing and/or travel. In select circumstances, for video work at non-DCA area locations or marquis National Trust events, additional budgetary support may be provided by the National Trust however this will be on a case-by-case basis and is not guaranteed. We appreciate inclusion of subcontractors and their qualifications in the proposal, particularly if they will be a consistent part of the team. They can also be onboarded post-award with approval and input by the National Trust and Action Fund teams.

Q23. Roughly how many video deliverables are you picturing from each quarterly shoot, and about how many ad-hoc shoots over the year?

R: Generally, every quarterly shoot with the CEO will result in one long-form video (5-7 minutes) for YouTube or web audiences that will be cut down into 1-3 short form videos for LinkedIn, Instagram, and Facebook. There will be 1-3 ad-hoc shoots per year.

Q24. Would you be able to share current follower counts and recent performance for the CEO's accounts and the Action Fund channels?

R: You can learn more about our CEO's presence by referring to his Instagram (@brentleggsnthp) and LinkedIn. The Action Fund has a dedicated YouTube channel, but other platform channels are still in development.

Q25. Is there an agency currently doing this work, or is this a new function?

R: There is an agency currently doing this work.

Q26. On format — should the Excel budget be a separate file, or does it count toward the 50-page limit?

R: You may include the budget as a separate file if the Excel format is preferred, but please include it as 1 page towards the limit.

Q27. What is the overall budget range for the one-year contract

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q28. When would video production need to start?

R: We would like to begin quarterly shoots in the final quarter of 2026 (October-December).

Q29. How many social media outlooks need to be covered?

R: The CEO has a LinkedIn, Instagram, and Facebook account that will need to be covered by this vendor in addition to the Action Fund's YouTube channel, which is used to host long-form content.

Q30. For Criterion Three, point i.d. (Provide proposed timeline for the completion of the Project), given that this work would be ongoing for a one-year period, and would comprise multiple projects of various lengths, how would you like us to address this?

R: Because social media posts, videos, etc. will be produced on an ongoing basis, please provide your estimated production timeline for common content formats: a stand-alone social media graphic, a carousel, a short-form (60-90s vertical) video, and a long-form video (5-7 minutes). For examples of what these content types typically involve, visit the CEO's Instagram @brentleggsnthp or the African American Cultural Heritage Action Fund's YouTube channel.

Q31. Are you able to provide an estimated budget for this project

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q32. What are the Action Fund's broader goals and/or upcoming priorities that social media and digital marketing should aim to advance over the next 12 months??

R: At a high level, our goals are to continue growing our audience across platforms and shift towards a more targeted curation of the content we produce. The respondent will provide advisory support to the Action Fund team as we develop specific KPIs to measure our success in meeting these goals. The respondent will also be responsible for analyzing and tracking KPIs once they are set, and providing ad hoc analytical support to understand marketing performance. We will assess the success of this respondent in their ability to manage the end-to-end production of high quality content efficiently and on time, their value-add in providing strategic advisory to the marketing team and leadership, and their professionalism in engaging with the Action Fund team and collaborators in our community.

Q33. What is your vision of success for this Social Media and Digital Marketing engagement? At the end of the 12-month period, what do you hope to have achieved?

R: At a high level, our goals are to continue growing our audience across platforms and shift towards a more targeted curation of the content we produce. The respondent will provide advisory support to the Action Fund team as we develop specific KPIs to measure our success in meeting these goals. The respondent will also be responsible for analyzing and tracking KPIs once they are set, and providing ad hoc analytical support to understand marketing performance. We will assess the success of this respondent in their ability to manage the end-to-end production of high quality content efficiently and on time, their value-add in providing strategic advisory to the marketing team and leadership, and their professionalism in engaging with the Action Fund team and collaborators in our community.

Q34. As part of the Strategic Advisory work, would the Consultants be expected to provide guidance on digital channels and content beyond social media? The Action Fund email newsletter is named, but what about website content, content for third-party digital channels, or potential opportunities (such as podcasts, online events, etc.)? If this is outside the scope, would there be opportunities for collaboration with

those responsible for managing other communication channels and/or securing external placements, including earned media??

R: While these other channels and opportunities are not within the scope of this work, we welcome and expect collaboration between the selected consultant and the National Trust and Action Fund teams to ensure a cohesive approach across all public-facing venues.

Q35. The RFP names Instagram, LinkedIn, Facebook, and YouTube as accounts to be managed. Our preliminary research suggests Mr. Leggs has a presence on Instagram, LinkedIn and Facebook; whereas the Fund seemingly only has a YouTube channel at the moment. Is there an expectation (or opportunity) that the Consultants will create and manage new accounts for the Fund on the other channels??

R: The primary responsibility of the vendor will be managing the CEO's channels and integrating select Action Fund content, messaging, and campaigns into his overall content plan. The Action Fund's only dedicated social presence is currently limited to its YouTube channel. Given the recent appointment of our CEO, we are currently evaluating our brand strategy and approach across the NTHP. We will work with the selected vendor to incorporate any new Action Fund channels within the scope of work, and would anticipate the posting cadence would be similar to the NTHP's @savingplaces accounts.

Q36. The RFP describes social media marketing for the CEO as well as for the Action Fund. What is the expected workload distribution between the CEO and the Fund's social media marketing needs?

R: The CEO's social media channels are expected to have a posting frequency of 3- 5 times a week across platforms. The strategy and resulting workload for Action Fund-owned accounts are still to be determined.

Q37. To ensure our proposal is appropriately scoped, can you share the anticipated annual budget range or a not-to-exceed figure for this engagement?

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q38. Is this scope of work currently performed in-house, by an outside firm, or a combination? If by an outside firm, is that firm eligible to respond to this RFP?

R: This work is currently being performed by an outside firm, who is eligible to respond to this RFP.

Q39. Can you provide an estimate of the expected monthly content volume for the CEO's social media accounts?

R: The CEO's social media channels are expected to have a posting frequency of 3- 5 times a week across platforms. The strategy and resulting workload for Action Fund-owned accounts are still to be determined.

Q40. The RFP references support for both the CEO's social media accounts and the Action Fund's digital channels. Can you clarify whether respondents are expected to directly manage and publish content to Action Fund-owned social channels, or whether the primary responsibility is managing the CEO's channels while incorporating Action Fund messaging and supporting integrated campaigns? If respondents are expected to manage Action Fund-owned channels, could you identify which channels are in scope and the anticipated posting cadence for each?

- R:** The primary responsibility of the vendor will be managing the CEO's channels and integrating select Action Fund content, messaging, and campaigns into his overall content plan. The Action Fund's only dedicated social presence is currently limited to its YouTube channel. Given the recent appointment of our CEO, we are currently evaluating our brand strategy and approach across the NTHP. We will work with the selected vendor to incorporate any new Action Fund channels within the scope of work, and anticipate the posting cadence would be similar to the NTHP's @savingplaces accounts.
- Q41. Can you describe the anticipated content review and approval process, including key stakeholders, approval timelines, and whether the CEO is expected to review and approve all content prior to publication?
- R:** The National Trust and Action Fund's marketing team will be the primary reviewers. There will be case-by-case scenarios where other parties, including the CEO, may review the submitted content. Content will be submitted in a finalized state a week in advance for review. In the weekly check-ins between the vendor and the National Trust and Action Fund's marketing team, the content for the upcoming week will be reviewed and given final sign-off. Final sign-off will remain with the Director of Presidential Office Communications
- Q42. Approximately how many ad hoc video shoots outside of Washington, DC should respondents assume over the 12-month period? Additionally, what is the CEO's anticipated availability for content capture between the quarterly shoots?
- R:** Due to the fluid nature of the CEO's schedule and the dynamic nature of the National Trust for Historic Preservation, the predicted video shoot quantity per quarter and the shoot location is subject to change. The National Trust and Action Fund marketing team will conduct regular planning sessions with the selected vendor to decide on shoot schedules and associated impact to production cost.
- Q43. Does this engagement include community management, such as comment moderation and direct messages? If so, are there expected service levels or hours of coverage respondents should assume?
- R:** The vendor will be expected to consistently monitor engagement with all of the CEO's content and flag comments or accounts they suggest the CEO should respond to/follow back etc. on a weekly basis (<5 hours/week) unless otherwise time-sensitive. It will not be the responsibility of the vendor to review or respond to DMs as those will be monitored and handled directly by the CEO's staff.
- Q44. Section 3.A references social media advertising spend recommendations, execution, and management of paid posts. Is there an established annual paid social budget we should assume for planning purposes, separate from the agency retainer?
- R:** Social media ad spend does not need to be included in the vendor's retainer. It will come from a separate budget within the National Trust and Action Fund.
- Q45. Beyond monthly reporting, are there specific KPIs or success metrics that will be used to evaluate the success of this engagement?
- R:** The respondent will provide advisory support to the Action Fund team as we develop specific KPIs to measure our success in meeting these goals. The respondent will also be responsible for analyzing and tracking KPIs once they are set, and providing ad hoc analytical support to understand marketing performance. We will assess the success of this respondent in their ability to

manage the end-to-end production of high quality content efficiently and on time, their value-add in providing strategic advisory to the marketing team and leadership, and their professionalism in engaging with the Action Fund team and collaborators in our community.

Q46. Section 3.E states that subcontracting and leasing for additional staff, gear, and venue bookings are covered within the retainer fee, and Section 5.b of the sample Standard Services Agreement assigns lodging, meals, and travel costs to the Consultant. Can you confirm whether hard costs for video production (crews, equipment, venues) and associated travel are expected to be built into the fixed retainer fee, or whether they may be estimated and billed at actual cost as reimbursable expenses under Exhibit C? This distinction materially affects how respondents price the engagement?

R: For quarterly shoots with the CEO, the vendor's approved retainer fee should include budget for venue booking, equipment, and crew sourcing and/or travel. In select circumstances, for video work at non-DC area locations or marquis National Trust events, additional budgetary support may be provided by the National Trust. However, the latter will be on a case-by-case basis and is not guaranteed. We appreciate the vendor's inclusion of subcontractors and their qualifications in the proposal, particularly if they will be a consistent part of the team. They can also be onboarded post-award with approval and input by the National Trust and Action Fund teams.

Q47. Given that the RFP requests a customized strategic approach and the anticipated Q&A responses are scheduled to be released approximately four business days prior to the proposal deadline, would the National Trust consider extending the proposal due date to allow respondents adequate time to thoughtfully incorporate the clarifications into their submissions?

R: The proposal due date cannot be extended further based on the scheduling of the RFP and contracting process.

Q48. Is this RFP a reissued version of the previous opportunity or a separate and distinct solicitation?

R: This RFP is a distinct solicitation, and only submissions to this RFP will be considered. The scope of work is similar to the previous opportunity, with some adjustments due to our recent CEO appointment and transition.

Q49. Will quarterly shoots typically take place at National Trust headquarters or Trust-affiliated historic sites available at no cost, or should we assume only externally sourced and paid venues?

R: Most quarterly shoots will take place in the DC area either at the National Trust's headquarters (free of charge), local historic sites (case-by-case rental fees), or externally sourced and paid venues. The choice of venue will be dependent upon the CEO's schedule, the anticipated length of the shoot, and the type(s) of content being covered. Venue rental, equipment, and crew-related expenses are the responsibility of the vendor and should be budgeted for in the proposed contract fee.

Q50. Approximately how many ad hoc videography events should we assume annually for budgeting, and are they typically single day? I assume we would have scripts and campaigns already developed?

R: Ad hoc video shoots/videography for events are typically a single day (4-6 hours). Prior to the CEOs quarterly shoots and any ad-hoc work, and once the goals and location for the shoot have been decided, a script and logistics briefing doc must be prepared and approved by the CEOs Director of

Presidential Office Communications and/or a member of the Action Fund Marketing Team. While these individuals will work with the vendor closely on script development and outlining logistics requirements, it is the vendor's responsibility to present a first draft of both prior to the shoot itself.

Q51. Is there an established budget range or prior-year spend

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q52. Does the scope include day-to-day comment/DM engagement on the CEO's channels, or does Trust staff handle audience interaction? We would need to determine how this will be handled and if we will be provided with brand alignment responses. (I assume SLDS has this within your contract and may have a structure built-in)?

R: The vendor will be expected to consistently monitor engagement with all of the CEO's content and flag for the National Trust and Action Fund marketing teams any comments or accounts they suggest the CEO should respond to/follow back etc. on a weekly basis (<5 hours/week) unless otherwise time-sensitive. It will not be the responsibility of the vendor to review or respond to DMs as those will be monitored and handled directly by the CEO's staff.

Q53. Is an agency currently providing these services, and if so, is that firm eligible to apply?

R: This work is currently being performed by an agency, who is eligible to respond to this RFP.

Q54. What is the budgeted annual paid social advertising spend to be managed? They mention they will provide a credit card for ads spend, but they don't mention the budget?

R: It is the policy of the National Trust not to release budget information during the RFP process. We determine ad spend budget on a program- and campaign-specific basis, informed by overall goals for audience growth and engagement. Social media ad spend does not need to be included in the vendor's retainer. It will come from a separate budget within the National Trust and Action Fund.

Q55. What is the expected content cadence/volume per platform (e.g., posts per week on Instagram/LinkedIn/Facebook, videos per month, e-newsletter frequency) — is there a baseline we should assume for budgeting, or is that left to our recommendation?

R: The CEO's social media channels are expected to have a posting frequency of 3- 5 times a week across platforms. The strategy and resulting workload for Action Fund-owned accounts are still to be determined.

Q56. What is the CEO's expected availability and access for content capture (interviews, quarterly shoots, ad hoc moments) — should we assume scheduled access windows, or does content need to work around a limited/unpredictable calendar?

R: Four shoots per year, with one video shoot per quarter, are expected. However, due to the fluid nature of the CEO's schedule and the dynamic nature of the National Trust for Historic Preservation, the predicted video shoot quantity per quarter is subject to change. The National Trust team will conduct regular planning sessions with the selected vendor to decide on shoot schedules and associated impact to production cost.

Q57. Does the Trust currently use any social management, scheduling, or analytics platforms (e.g., Sprout Social, Hootsuite, Sprinklr) that the awarded firm would be expected to work within, or would we be recommending/providing our own stack?

R: The National Trust currently uses both Hootsuite and Sprout Social. The vendor is welcome to recommend a different stack and final decisions will be made upon the vendor's onboarding.

Q58. What reporting cadence and KPIs does the Trust expect (e.g., monthly performance reports, specific growth/engagement benchmarks tied to the contract)?

R: Weekly and monthly reporting cadence are expected. At a high level, our goals are to continue growing our audience across platforms and shift towards a more targeted curation of the content we produce. The respondent will provide advisory support to the Action Fund team as we develop specific KPIs to measure our success in meeting these goals. The respondent will also be responsible for analyzing and tracking KPIs once they are set, and providing ad hoc analytical support to understand marketing performance. We will assess the success of this respondent in their ability to manage the end-to-end production of high quality content efficiently and on time, their value-add in providing strategic advisory to the marketing team and leadership, and their professionalism in engaging with the Action Fund team and collaborators in our community.

Q59. Does the 50-page limit include the required budget spreadsheet, or is the Excel budget submitted as a separate attachment outside the page count?

R: Please count the Excel budget as 1 page towards the page count.

Q60. Are there minimum insurance coverage amounts required for each category (Commercial General Liability, Professional Liability, Automotive, Worker's Comp), or is "appropriate relative to the work" left to our discretion?

R: See below:

1. **Worker's Compensation and Employer's Liability insurance, including All States Endorsement, to the extent required by federal law and complying with the laws of the state where the work is to be performed, and to the extent necessary to protect the National Trust against workers' compensation claims;**
2. **Commercial General Liability insurance, including Contractual Liability, Premises Operations, Completed Operations/Products Liability, fully insuring Contractor's liability for bodily injury (including death) and property damage with minimum limits of**
3. **One Million Dollars (\$1,000,000) per occurrence; Two Million Dollars (\$2,000,000) general aggregate; Two Million Dollars (\$2,000,000) products and completed operations; and all such coverage shall be on an occurrence basis.**
4. **Comprehensive Automobile Liability insurance covering all owned, non-owned or hired automobiles to be used by Contractor, with coverage for at least One Million Dollars (\$1,000,000) Combined Single Limit Bodily Injury and Property Damage;**
5. **Professional Liability insurance in a commercially reasonable amount calculated to protect Contractor and the National Trust from any and all claims of any kind that may arise from activities performed under this Agreement;**
6. **Cyber, Privacy, and Network Security Liability insurance with minimum limits of One Million Dollars (\$1,000,000) per occurrence; and One Million Dollars (\$1,000,000) aggregate for all claims.**

Q61. Is the 12-month term renewable, or is this expected to go back out to RFP after year one?

R: This contract will be renewable at the end of the 12 month term.

Q62. Are you currently working with an agency? If so, would you mind sharing the name?

R: This work is currently being performed by an outside firm. It is the policy of the National Trust to not disclose existing vendors during the RFP process.

Q63. How will success be measured beyond engagement metrics? What does success look like for you?

R: At a high level, our goals are to continue growing our audience across platforms and shift towards a more targeted curation of the content we produce. The respondent will provide advisory support to the Action Fund team as we develop specific KPIs to measure our success in meeting these goals. The respondent will also be responsible for analyzing and tracking KPIs once they are set, and providing ad hoc analytical support to understand marketing performance. We will assess the success of this respondent in their ability to manage the end-to-end production of high quality content efficiently and on time, their value-add in providing strategic advisory to the marketing team and leadership, and their professionalism in engaging with the Action Fund team and collaborators in our community.

Q64. Is the primary objective to elevate the CEO as an individual thought leader, strengthen the National Trust brand, grow the Action Fund, or all three? If all three, how are priorities balanced?

R: The primary objective is to elevate the CEO as an individual thought leader (estimated 50% of content volume). Second to that is representing the work of the National Trust (est. 25%) and the Action Fund (est. 25%). We also note that we are currently revisiting our marketing strategy given the recent CEO transition, so this approach is subject to change.

Q65. What other organizations do you look up to as best in class? Or similar organizations that we should familiarize ourselves with?

R: Smithsonian Institute and the Smithsonian National Museum of African American History and Culture. The Mellon Foundation, the Ford Foundation, Getty, and the National Trust (UK).

Q66. Who approves content on your team and/or what does that process look like?

R: The National Trust and Action Fund's marketing team will be the primary reviewers. Final sign off will be under the Director of Presidential Office Communications. There will be case-by-case scenarios where other parties, including the CEO, may review the submitted content. The vendor will deliver all content one week in advance of the scheduled post date.

Q67. Will the CEO participate in approvals personally or through staff?

R: The National Trust and Action Fund's marketing team will be the primary reviewers. Final sign off will be under the Director of Presidential Office Communications. There will be case-by-case scenarios where other parties, including the CEO, may review the submitted content. The vendor will deliver all content one week in advance of the scheduled post date.

Q68. Who has final approval over CEO content?

R: The National Trust and Action Fund's marketing team will be the primary reviewers. Final sign off will be under the Director of Presidential Office Communications. There will be case-by-case scenarios where other parties, including the CEO, may review the submitted content. The vendor will deliver all content one week in advance of the scheduled post date.

Q69. What is the expected monthly content volume?

R: The CEO's social media channels are expected to have a posting frequency of 3- 5 times a week (anticipated maximum 20 per month) across platforms. The strategy and resulting workload for Action Fund-owned accounts are still to be determined.

Q70. Are we looking at a similar allocation of videos vs. static, vs carousels, etc?

R: This is subject to change, however we anticipate a 20% video, 40% static, and 40% carousel allocation.

Q71. Are we keeping things as is or are you looking for a strategic recommendation?

R: Given our recent CEO transition, we are undergoing work to revisit our brand and marketing strategy. We look forward to engaging the selected agency in that work, but the consultant will not be responsible for shaping that strategy.

Q72. What is the expectation on newsletter frequency?

R: The vendor will not be responsible for managing email newsletters.

Q73. Approximately how many travel shoots do you anticipate over the contract?

R: Four shoots per year, with one video shoot per quarter, are expected. However, due to the fluid nature of the CEO's schedule and the dynamic nature of the National Trust for Historic Preservation, the predicted video shoot quantity per quarter and location is subject to change. The National Trust team will conduct regular planning sessions with the selected vendor to decide on shoot schedules and associated impact to production cost.

Q74. As for "long-form" content - can you define that more narrowly? Is it 5 mins? Is it a 40-min documentary

R: Our long-form content typically takes the shape of ~5-7 minute editorial videos hosted on YouTube and promoted on our website and via social.

Q75. How much time does the CEO anticipate dedicating each month?

R: Quarterly video shoots will be timed according to the CEO's schedule and venue/cew availability. The vendor will be informed of ad-hoc shoot events and event-videography support in advance. Shoots are typically 4 hours long.

Q76. Will there be regularly scheduled filming days?

R: Quarterly video shoots will be timed according to the CEO's schedule and venue/cew availability. The vendor will be informed of ad-hoc shoot events and event-videography support in advance. Shoots are typically 4 hours long.

Q77. What are your expectations on budget and fee structure?

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q78. Is the preference for everything to be rolled up into a monthly retainer? (For example, we would typically price video production a la carte)

R: We are open to considering a number of formats for the retainer model. We will be looking for clarity and predictability in understanding how a la carte pricing is determined and will be assessed.

Q79. What annual paid social budget has been allocated?

R: It is the policy of the National Trust not to release budget information during the RFP process. We determine ad spend budget on a program- and campaign-specific basis, informed by overall goals for audience growth and engagement.

Q80. Which channels currently receive paid investment?

R: We deploy paid investment across a number of channels currently and look forward to evaluating that strategy with the selected vendor post-award.

Q81. Is the expectation that your partner will post and community manage all content across all channels or are we handing off assets to your team for posting and community management?

R: Depending on the context, both will occur. We use project management tools to coordinate by campaign and ensure seamless communication across the internal and external team.

Q82. Do you anticipate releasing a future RFP for PR and earned media support? And, if so, when will you be releasing it?

R: There is an RFP currently open for that scope of work. Please refer to the National Trust's RFP webpage.

Q83. What are the top three business or organizational outcomes this engagement should influence over the next 12 months?

R: The primary objective is to elevate the CEO as an individual thought leader (50% of content volume). Second to that is representing the work of the National Trust (25%) and the Action Fund (25%). Within the National Trust and Action Fund representation, there will be content pieces tied to occasional fundraising or advocacy campaigns, event promotion, and other objectives which will be specified to the vendor in advance.

Q84. What prompted the decision to issue this RFP now?

R: RFP 2026-8 is released in compliance with the National Trust's procurement policy and best practices on contracting.

Q85. If an incumbent agency exists, what gaps are you hoping a new partner addresses?

R: It is our policy not to comment on existing vendor relationships. There is an agency currently doing this work, and they are eligible to apply for this RFP should they choose.

Q86. What would make you say, after one year, "This engagement exceeded expectations"?

R: At a high level, our goals are to continue growing our audience across platforms and shift towards a more targeted curation of the content we produce. The respondent will provide advisory support to the Action Fund team as we develop specific KPIs to measure our success in meeting these goals. The respondent will also be responsible for analyzing and tracking KPIs once they are set, and providing ad hoc analytical support to understand marketing performance. We will assess the success of this respondent in their ability to

manage the end-to-end production of high quality content efficiently and on time, their value-add in providing strategic advisory to the marketing team and leadership, and their professionalism in engaging with the Action Fund team and collaborators in our community.

Q87. Which audiences represent the greatest opportunity for growth over the next 12 months.

R: Philanthropic foundations and changemakers, public policymakers, culture critics/authors interested in the formation of American history and identity.

Q88. How much emphasis should be placed on thought leadership for the CEO versus promotion of National Trust initiatives?

R: The primary objective is to elevate the CEO as an individual thought leader (50% of content volume). Second to that is representing the work of the National Trust (25%) and the Action Fund (25%).

Q89. Are there specific campaigns or milestones already identified as organizational priorities?

R: The National Trust and Action Fund mark regular annual milestones that will continue to be a priority. Examples include the National Trust's 11 Most Endangered Places campaign in May, or the Action Fund's twice-yearly grant announcements in February and July.

Q90. How much editorial freedom will the selected agency have in shaping content strategy versus executing an existing plan?

R: The vendor is expected and encouraged to pitch content ideas and strategy to the National Trust and Action Fund teams and co-curate the CEOs content calendar. Some elements will need to conform to fixed campaigns or events at the National Trust such as annual grant announcements or fundraising campaigns.

Q91. Is the expectation primarily promotional content, or is the CEO expected to function as a national thought leader?

R: The primary objective is to elevate the CEO as an individual thought leader (50% of content volume). Second to that is representing the work of the National Trust (25%) and the Action Fund (25%).

Q92. Are there topics the CEO wants to own publicly?

R: Content related to the Action Fund, though this is posted on National Trust channels as well. Content related to the intersection of civic engagement and historic preservation, economic development, and climate.

Q93. Which channels currently outperform expectations?

R: LinkedIn

Q94. Which channels consistently underperform?

R: Facebook

Q95. What content has generated the strongest engagement during the past year?

R: This year the following content resulted in the strongest engagement;

- **A\$AP Rocky's Vogue shoot at the Langston Hughes Home**
- **Featurette on an Action Fund team member's work as an historical interpreter**
- **A. G. Gatson Motel feature**
- **Black Architects You Need to Know feature**
- **CEO announcement**

Q96. Are there any topics or messaging areas considered off-limits?

R: The National Trust and Action Fund teams will incorporate these sensitivities when planning campaigns and content for the year / quarter.

Q97. How should Action Fund storytelling balance preservation, advocacy, fundraising, and education?

R: We look forward to working with the selected agency to craft an annual content calendar that does just this.

Q98. Approximately how many social posts are expected each month by channel?

R: The CEO's social media channels are expected to have a posting frequency of 3- 5 times a week across platforms (maximum 20 posts). These include stand-alone graphics, carousels, short and long form video, etc. the vendor is not responsible for newsletters or website content.

Q99. How many long-form videos versus short-form videos are anticipated quarterly?

R: Generally, every quarterly shoot with the CEO will result in one long-form video (5-7 minutes) for YouTube or web audiences that will be cut down into 1-3 short form videos for LinkedIn, Instagram, and Facebook. There will be 1-3 ad-hoc shoots per year.

Q100. How many campaigns are planned annually?

R: The Action Fund has two annual campaigns with the addition of a summit every two years. The National Trust has several campaigns that occur annually including but not limited too, The 11 Most Endangered Places in America list, the National Fund for Sacred Places grant announcement, the Backing Historic Small Restaurants announcement, annual giving campaigns, a Route 66 campaign (2026), and an America 250 campaign (2026), with the addition of a yearly summit. The vendor is expected to collaborate with and support the National Trust's social media team when necessary.

Q101. What is the average turnaround expectation for reactive content?

R: 24-48 hours depending on the content type and priority level.

Q102. How many review rounds are typical before approval?

R: 1-3 depending on the content type and complexity

Q103. Who provides final approvals?

R: The National Trust and Action Fund's marketing team will be the primary reviewers. There will be case-by-case scenarios where other parties, including the CEO, may review the submitted content. Content will be submitted in a finalized state a week in advance for review. In the weekly check-ins between the vendor and the National Trust and the Action Fund's marketing team, the content for the upcoming week will be reviewed and given final sign-off by the Director of Presidential Office Communications.

Q104. Will legal review be required on CEO content?

R: Legal review is not required on most content, but the National Trust and Action Fund teams will clarify when extra review is needed from other teams within the organization.

Q105. How much advance notice is typically provided for travel?

R: The National Trust and Action Fund will provide the vendor with as much advance notice as possible.

Q106. Approximately how many ad hoc travel assignments occurred last year

R: Four shoots per year, with one video shoot per quarter, are expected. However, due to the fluid nature of the CEO's schedule and the dynamic nature of the National Trust for Historic Preservation, the predicted video shoot quantity per quarter is subject to change. The National Trust team will conduct regular planning sessions with the selected vendor to decide on shoot schedules and associated impact to production cost.

Q107. Which KPIs currently matter most to executive leadership?

R: The most valuable KPIs are increases across net audience growth, engagement, overall reach, and media amplification of the Executive Director's content, thought leadership, and the Action Fund's work/brand.

Q108. Are you currently utilizing any social media listening tools to measure sentiment?

R: No.

Q109. Is success measured primarily through reach, engagement, fundraising, reputation, media influence, website traffic, or another outcome?

R: At a high level, our goals are to continue growing our audience across platforms and shift towards a more targeted curation of the content we produce. The respondent will provide advisory support to the Action Fund team as we develop specific KPIs to measure our success in meeting these goals. The respondent will also be responsible for analyzing and tracking KPIs once they are set, and providing ad hoc analytical support to understand marketing performance. We will assess the success of this respondent in their ability to manage the end-to-end production of high quality content efficiently and on time, their value-add in providing strategic advisory to the marketing team and leadership, and their professionalism in engaging with the Action Fund team and collaborators in our community.

Q110. Will the selected agency have access to historical analytics?

R: Yes.

Q111. Are benchmarks available from previous campaigns?

R: Yes

Q112. Are there executive dashboards already in use?

R: No.

Q113. Will CRM or website analytics be available for attribution analysis?

R: Yes, website analytics will be available.

Q114. Is there an anticipated annual budget range?

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q115. Should travel be included within the retainer or billed separately?

R: Any expenses, including travel, hiring external consultants, and venue-based expenses associated with the CEO's quarterly video shoots, will be the responsibility of the vendor and fall within the vendor's retainer.

Q116. Are paid media dollars separate from agency fees?

R: Social media ad spend does not need to be included in the vendor's retainer. It will come from a separate budget within the National Trust and Action Fund.

Q117. Are videographers expected to be subcontracted locally or nationally?

R: For quarterly video shoots, we prefer videographers local to the DC area in order to limit travel costs.

Q118. Does the organization anticipate scaling services during major campaigns?

R: No.

Q119. Are there any existing vendor relationships that should remain in place?

R: We maintain relationships with graphic designers, writers, and others who occasionally contribute to asset creation. The National Trust and Action Fund team will provide direction on a case by case basis when our expectation is to incorporate other relationships in the work, and our team will manage that coordination.

Q120. How distinct should the CEO's personal brand be from the National Trust brand?

R: While the CEO and Action Fund's content on the CEOs channels will at times feature different projects and thought leadership content than the National Trust's channels, all messaging, talking points, brand assets, etc. will be developed in harmony with existing National Trust brand guidelines.

Q121. Are there examples of nonprofit CEOs whose digital presence you admire?

R: Darren Walker, Dr. Elizabeth Alexander, Bryan Stevenson, Barack Obama

Q122. How should the CEO balance advocacy, preservation leadership, and organizational messaging?

R: The National Trust and Action Fund teams will address this balance in content and campaign planning.

Q123. What conversations should the CEO be leading nationally that aren't currently happening?

R: The CEO's account was previously dedicated solely to Action Fund content. This is now changing and the goal is to represent him in his role as a national thought leader across all aspects of historic preservation and social impact related to that field as CEO.

Q124. Does the Action Fund have a distinct voice from the National Trust?

R: While the CEO and Action Fund's content on the CEOs channels will at times feature different projects and thought leadership content than the National Trust's channels, all messaging, talking points, brand assets, etc. will be developed in harmony with existing National Trust brand guidelines.

Q125. Beyond growing channels, what perceptions are you hoping to change among your most important audiences?

R: The CEO's account was previously dedicated solely to Action Fund content. This is now changing and the goal is to represent him in his role as a national thought leader across all aspects of historic preservation and social impact related to that field as CEO.

Q126. Is there interest in expanding into newer content formats such as creator collaborations, documentary storytelling, or podcasting?

R: We are always evaluating new content and format opportunities and welcome ideas and collaboration from the selected consultant.

Q127. Is there an approximate budget range or a not-to-exceed amount for this 12-month engagement (including or excluding media/ad spend)?

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q128. Is paid social media advertising spend budgeted separately from the agency retainer, or is it expected to come out of the same pool?

R: Social media ad spend does not need to be included in the vendor's retainer. It will come from a separate budget within the National Trust and Action Fund.

Q129. Who from the National Trust/Action Fund team serves as the day-to-day point of contact for content approvals, and what is the expected approval turnaround time?

R: The National Trust and Action Fund's marketing team will be the primary reviewers. There will be case-by-case scenarios where other parties, including the CEO, may review the submitted content. Content will be submitted in a finalized state a week in advance for review. In the weekly check-ins between the vendor and the National Trust and the Action Fund's marketing team, the content for the upcoming week will be reviewed and given final sign-off by the Director of Presidential Office Communications.

Q130. What is the current volume/cadence of content being produced (e.g., posts per week per channel) so we can benchmark our proposed staffing?

R: The CEO's social media channels are expected to have a posting frequency of 3- 5 times a week across platforms. The strategy and resulting workload for Action Fund-owned accounts are still to be determined.

Q131. Are there existing brand guidelines, tone, and content pillars we should review before proposing strategy, or will those be provided only after award?

R: These will be provided after award as part of the onboarding process for the selected vendor.

Q132. How do you envision the goals, messaging, voice/tone or target audience for the CEO social accounts as opposed to the main brand accounts?

R: The primary objective is to elevate the CEO as an individual thought leader (estimated 50% of content volume). Second to that is representing the work of the National Trust (est. 25%) and the Action Fund (est. 25%). We also note that we are currently revisiting our marketing strategy given the recent CEO transition, so this approach is subject to change

Q133. Is website content (e.g., blog, landing pages) in scope, or is this strictly limited to the social/digital channels listed (Instagram, LinkedIn, Facebook, YouTube, e-newsletter)?

R: Website content is not in scope for this engagement.

Q134. Does "manage the strategic distribution" refer only to posting? Does the scope also include community management/responding to comments and DMs, or is that handled internally?

R: The vendor will be expected to produce and post content on all of the CEOs channels consistently monitor engagement with all of the CEO's content and flag comments or accounts they suggest the CEO should respond to/follow back etc. on a weekly basis (<5 hours/week) unless otherwise time-sensitive. It will not be the responsibility of the vendor to review or respond to DMs as those will be monitored and handled directly by the CEO's staff.

Q135. What is the expectation around rapid response needs? Is there a preexisting rapid response protocol or does that need to be developed?

R: There will be certain times when after-hours responses are needed for time-sensitive matters. However, the National Trust and Action Fund will try to provide as much advance notice as possible and mitigate the necessity of after-hours work. In the case that these instances do happen, we ask that the vendor respond as quickly as possible.

Q136. Are there existing paid media accounts (Meta Business Manager, LinkedIn Campaign Manager, etc.) we'd inherit, or would new accounts be set up?

R: There are existing accounts to manage this work.

Q137. For the quarterly DC shoots, is there an expected shot list/theme predetermined by National Trust, or is the respondent expected to propose concepts each quarter?

R: The National Trust and Action Fund teams will determine content and concepts each quarter. The selected consultant will be responsible for developing shoot briefs aligned with the content direction.

Q138. Beyond the quarterly expected video shoots, is there an expected total number of ad hoc shoots per year?

R: 1-3

Q139. Are there additional stakeholders, aside from the CEO, who may be involved in video shoots or included within the videos?

R: There may be other stakeholders within the National Trust or Action Fund who will join the CEO in video shoots. We will align on this with the consultant on a case by case basis.

Q140. Will National Trust provide access to venues/locations, or is location scouting and securing permissions part of the Consultant's responsibility?

R: When we capture content at Action Fund or National Trust grantee sites or other locations affiliated with our practice, the National Trust and Action Fund teams will coordinate with venues to provide access. For other locations (e.g., a studio), the consultant will be responsible for coordinating access.

Q141. Can you clarify the current use of Monday.com? Is it solely for the content calendar/workflow, or is it also used for approvals and asset storage?

R: Monday.com is used for content calendar management, workflow, and approvals. Dropbox is used for asset storage. The use of Monday.com is not mandatory, but preferred. Open to integration if possible, depending on the respondent's platform of choice.

Q142. Roughly how many stakeholders are typically involved in the approval chain for a single piece of content (e.g., CEO's office, Action Fund marketing, communications/legal)?

R: The National Trust and Action Fund's marketing team will be the primary reviewers. There will be case-by-case scenarios where other parties, including

the CEO, may review the submitted content. Content will be submitted in a finalized state a week in advance for review. In the weekly check-ins between the vendor and the National Trust and the Action Fund's marketing team, the content for the upcoming week will be reviewed and given final sign-off by the Director of Presidential Office Communications.

Q143. Are there specific compliance, legal, or political-sensitivity review steps content must pass through, given this is a nonprofit CEO's personal/organizational brand?

R: The National Trust and Action Fund marketing teams will assess these elements of review during the standard approval process. We will proactively flag if any specific content requires more in-depth review or coordination with other teams within the National Trust.

Q144. Are there existing KPIs/analytics platforms currently in use (e.g., native platform insights, Sprout Social, Hootsuite) that we should plan to integrate with or replace?

R: We currently use and intend to continue using a platform, yes. We are currently evaluating which platform with which to continue given our recent CEO transition and look forward to working with the consultant to integrate into the selected platform.

Q145. Who is the primary target audience for the CEO's and Action Fund's social media content (for example, preservationists, donors, descendant communities, policymakers, general public)?

R: We engage with many of these audiences across campaigns, for example announcements of grant application rounds are geared towards preservationists and local activists, while a site or artist profile may be geared towards the general public. We look forward to working with the selected vendor to continue honing our audience engagement strategy.

Q146. Please clarify whether content for the CEO's social media accounts should focus solely on the CEO's work with the Action Fund or should also include content related to the National Trust more broadly.

R: Given the CEO's recent appointment, the National Trust and Action Fund marketing teams are still determining the branding strategy for all channels moving forward. The CEO will remain a primary advocate for the Action Fund, in addition to representing the full programmatic impact of the National Trust.

Q147. If the scope includes National Trust content, please confirm what the selected firm would be responsible for (e.g., full content strategy or execution only).

R: Content for the National Trust's channels are produced internally by the National Trust's marketing team. Content dedicated for National Trust channels that will be cross-posted to the CEOs channels will be made available in the weekly meetings. The vendor will be responsible for posting that content on the CEOs channels only.

Q148. For on-site video production at places tied to descendant or faith communities, such as the Brown Chapel AME commemoration or the Langston Hughes House celebration, does the National Trust or Action Fund have existing community-engagement or consent protocols the firm should follow before capturing and publishing content?

R: Yes, the vendor will be introduced to the on-site partners or site stewards via the National Trust and Action Fund marketing teams, who will also ensure they are informed of engagement protocols, sensitivities, and best practices.

Q149. With the nation's 250th anniversary in 2026, how does the National Trust envision the CEO's and Action Fund's content intersecting with America250 and Semiquincentennial programming over the term?

R: The vendor will receive any assets related to ongoing America 250 campaign work from the National Trust marketing team and will only be needed to post on CEO channels.

Q150. Are there any existing communications, digital marketing, social media, creative, or agency resources that will continue supporting this work, or should respondents assume responsibility for the full scope described in the RFP?

R: Respondents should assume responsibility for the full scope as described.

Q151. Should respondents assume that existing audience research, stakeholder insights, strategic plans, communications assessments, or content strategies will be available to inform the engagement, or should proposals include discovery and strategy development activities to establish those foundations?

R: Given our recent CEO transition, we are undergoing work to revisit our brand and marketing strategy, including the elements named in this question. We look forward to engaging the selected agency in that work, but the consultant will not be responsible for shaping that strategy.

Q152. Approximately what percentage of the overall engagement is expected to support the President & CEO versus the African American Cultural Heritage Action Fund?

R: The primary objective is to elevate the CEO as an individual thought leader (50% of content volume). Second to that is representing the work of the National Trust (25%) and the Action Fund (25%).

Q153. Should respondents assume a single integrated communications strategy and editorial calendar spanning both the National Trust and the African American Cultural Heritage Action Fund, or distinct communications strategies and workstreams for each organization?

R: Given the CEO's recent appointment, the National Trust and Action Fund marketing teams are still determining the branding strategy for all channels moving forward. The CEO will remain a primary advocate for the Action Fund, in addition to representing the full programmatic impact of the National Trust.

Q154. Can you provide an estimated monthly volume of expected deliverables by channel (e.g., social content, video, newsletters, graphics, and paid media assets) to help respondents calibrate staffing and production assumptions?

R: The CEO's social media channels are expected to have a posting frequency of 3- 5 times a week across platforms (maximum 20 posts). These include stand-alone graphics, carousels, short and long form video, etc. the vendor is not responsible for newsletters or website content.

Q155. Should respondents assume a relatively consistent level of effort throughout the year, or are there anticipated peak periods that should be reflected in staffing and pricing?

R: There is a consistent baseline required to maintain the regular post cadence across channels. Busier times of year typically revolve around major campaign moments, for example the Action Fund's twice-yearly grant announcements in February and July.

Q156. For the quarterly Washington, DC-based CEO video shoots, should respondents assume full-day productions, half-day productions, or another expected production model?

R: We typically use a half-day model (4hrs) to keep shoots efficient and focused, while robust enough to capture a significant amount of content.

Q157. For nationwide videography support outside the Washington, DC area, approximately how many events, site visits, or field productions should respondents assume over the 12-month engagement?

R: 1-3

Q158. For field productions and national events, should respondents budget primarily for content production, or also for production management activities such as venue coordination, crew sourcing, equipment logistics, and onsite support?

R: Respondents should focus on budget needed for content capture and production, including any equipment or crew needed specifically for videography support. Respondents do not need to budget for other venue coordination or staffing.

Q159. Who will serve as the primary day-to-day partner for the awarded team, and will that individual represent the National Trust, the African American Cultural Heritage Action Fund, or both?

R: The National Trust and Action Fund's marketing team will be the primary reviewers. There will be case-by-case scenarios where other parties, including the CEO, may review the submitted content.

Q160. Does "manage the strategic distribution" include direct publishing and account management on National Trust-owned platforms, or should respondents assume National Trust staff will publish content using materials and recommendations provided by the awarded team?

R: Depending on the situation, both will occur. Typically, the outside consultant will publish approved content on the in-scope channels, but there are times when the National Trust or Action Fund team will publish (e.g., rapid response scenarios).

Q161. For productions outside the Washington, DC area, is the National Trust open to respondents utilizing qualified local or regional production partners under the respondent's creative direction and quality oversight?

R: Yes, we are open to the respondent sourcing subcontractors as part of delivering their contract with the National Trust. We will hold the consultant responsible for the quality, timeliness, and professionalism of their team.

Q162. For conferences, commemorations, community celebrations, and similar events, should respondents assume existing event infrastructure (e.g., staging, audio, lighting, venue coordination) will be provided, or should respondents budget to provide those services?

R: Respondents can assume event infrastructure will be provided, but respondents should budget to provide videography as part of the broader infrastructure.

Q163. Should paid media spend be included in respondents' proposed pricing, or treated as a client-approved pass-through expense?

R: It is the policy of the National Trust not to release budget information during the RFP process. We determine ad spend budget on a program- and campaign-specific basis, informed by overall goals for audience growth and engagement. Social media ad spend does not need to be included in the vendor's retainer. It

will come from a separate budget within the National Trust and Action Fund.

Q164. Should travel, lodging, production expenses, subcontracted crews, equipment rentals, venue costs, software subscriptions, and similar direct project expenses be included in respondents' proposed pricing, or treated as reimbursable pass-through costs?

R: Any expenses, including travel, hiring external consultants, and venue-based expenses associated with the CEO's quarterly video shoots, will be the responsibility of the vendor and fall within the vendor's retainer.

Q165. Is there an anticipated annual budget range or not-to-exceed amount respondents should consider when calibrating staffing, production assumptions, and overall scope?

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q166. Are respondents permitted to propose a teaming approach in which multiple firms collaborate under a single prime contractor?

R: Respondents may submit proposals incorporating multiple subcontractors as one team, but the proposal should reflect a single entity to contract with the National Trust.

Q167. How many proposals have you invited and how many do you expect to receive?

R: We only invite proposals through this centralized RFP process.

Q168. Is there an incumbent bidding on this work?

R: RFP 2026-8 is open to any and all respondents including the current vendor should they choose to submit a bid.

Q169. Who will manage this work, oversee content review and have ultimate approval?

R: The National Trust and Action Fund's marketing team will be the primary reviewers. There will be case-by-case scenarios where other parties, including the CEO, may review the submitted content.

Q170. What's your budget or budget range for this project?

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q171. What are the goals of CEO Brent Leggs for his digital presence?

R: The primary objective is to elevate the CEO as an individual thought leader (50% of content volume). Second to that is representing the work of the National Trust (25%) and the Action Fund (25%).

Q172. Who is the primary audience for CEO Brent Leggs's social content?

R: Grassroots preservationists, National Trust and Action Fund grantees, professional architects, philanthropic foundations, social impact funders.

Q173. For ad-hoc content capture, how many events do you anticipate? How much advanced notice will be provided?

R: 1 – 3 with variable notice provided but usually 21 days or more.

Q174. The administration section of the RFP mentions the vendor will manage the ad receipts. Is there a budget for advertising? If so, what is the budget?

R: It is the policy of the National Trust not to release budget information during the RFP process. We determine ad spend budget on a program- and campaign-specific basis, informed by overall goals for audience growth and engagement

Q175. What are the advertising goals?

R: Expanded reach and audience growth.

Q176. Approximately how many nationwide production assignments are anticipated during the 12-month contract period?

R: Four shoots per year, with one video shoot per quarter, are expected. However, due to the fluid nature of the CEO's schedule and the dynamic nature of the National Trust for Historic Preservation, the predicted video shoot quantity per quarter and location is subject to change. The National Trust team will conduct regular planning sessions with the selected vendor to decide on shoot schedules and associated impact to production cost.

Q177. Will expenses (including travel) for ad hoc and/or nationwide productions be determined separately, or should they be included within the proposed budget?

R: Any expenses, including travel, hiring external consultants, and venue-based expenses associated with the CEO's quarterly video shoots, will be the responsibility of the vendor and fall within the vendor's retainer.

Q178. Is there an anticipated annual budget range for this engagement that respondents should consider?

R: It is the policy of the National Trust not to release budget information during the RFP process.

Q179. Are there any specific high-priority projects, initiatives, or events that will need to be addressed within the first 60 days after awarding the contract?

R: We will look to begin planning immediately for the first quarterly shoot with the CEO for short-forms focused on end of year fundraising, a 2027 visioning message, and a potential video intro for the NTHP's annual report.

Q180. Section 3.C references additional ad hoc videography support at select sites nationwide, to be determined by the CEO and/or Action Fund Marketing team, beyond the four quarterly Washington, DC-based shoots. To ensure our Criterion Five budget accurately reflects fixed versus estimated cost lines, could the National Trust share an estimated number or range of ad hoc site shoots anticipated over the 12-month term?

R: Due to the fluid nature of the CEO's schedule and the dynamic nature of the National Trust for Historic Preservation, the predicted video shoot quantity per quarter is subject to change. We anticipate 1-3 ad hoc shoots in the 12 month contract period. The National Trust team will conduct regular planning sessions with the selected vendor to decide on shoot schedules and associated impact to production cost.