



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

Addendum No. 2

PROJECT: PUBLIC AND MEDIA RELATIONS FIRM FOR THE AFRICAN AMERICAN CULTURAL HERITAGE ACTION FUND

DATE: JULY 24, 2026

RE: ADDENDUM NO. 2 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 2026-7 Q&A Document for Public and Media Relations Firms for the African American Cultural Heritage Action Fund

Q1. How many proposals have you invited and how many do you expect to receive?

R: This RFP is open to any firms who choose to apply.

Q2. Is there an incumbent bidding on this work?

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.

Q3. Who will manage this work, oversee content review and have ultimate approval?

R: The African American Cultural Heritage Action Fund's Co-Directors and Senior Director of Marketing will oversee content review and approvals.

Q4. 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.

Q5. When would this engagement begin?

R: The vendor whose bid is selected will be informed on August 13 with an expectation to begin onboarding by August 24.th

Q6. How do you define success for this bucket of work?

R: Successful public relations support will advance the Action Fund's strategic objectives by reaching the right audiences with credible messages that improve awareness, strengthen reputation, and inspire measurable action. While we acknowledge that all aspects of these types of campaigns cannot be measured, we want a partner that is working diligently to align with our organizational priorities to produce thoughtful and strategic communications.

Q7. Who will manage this work, oversee content review and have ultimate approval?

R: The African American Cultural Heritage Action Fund's Co-Directors and Senior Director of Marketing will oversee content review and approvals.

Q8. What is the budget for the effort?

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

Q9. What is the budget for paid media efforts?

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

Q10. Can the budget be used to cover speaker fees?

R: No.

Q11. Can travel be included as part of the budget?

R: No.

Q12. Does the winning agency have to be based in DC?

R: No.

Q13. When comparable scope is mentioned, is the reference based on experience with the scope of work or working in the space of historical sites and places?

R: Both.

Q14. Who are the spokespeople?

R: The primary spokespeople are the CEO of the National Trust for Historic Preservation and the Co-Directors of the African American Cultural Heritage Action Fund.

Q15. Is there an incumbent for the contract?

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.

Q16. Is the deadline still 5 p.m. ET on July 31st?

R: Yes

Q17. What is the anticipated budget for the RFP?

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

Q18. What is the length of the engagement for the project, and are there multi-year renewal options?

R: The length of this engagement is 12 months with the option to renew.

Q19. Is there an incumbent vendor?

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.

Q20. Have you worked with an agency before?

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.

Q21. What is prompting this RFP request?

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