Q&A - Fractional Communications/Public Relations and Fractional Development Lead RFPs

Q1: Is the budget a firm limit? Would you consider proposals that exceed it, or reduced-scope proposals?

A: The anticipated comms/PR budget is $1,750 to $2,500 per month and may not exceed $30,000 annually. The development budget is $3,000-$4,500 per month, not to exceed $30,000 in six months. Proposals above that cap will not be competitive. Applicants may propose a retainer anywhere within that range and should state the level of effort and services it includes. Work beyond the monthly retainer may be proposed at an hourly rate, but it is billed only with CHEW's written preapproval (see Section 5).

Q2: Is CHEW open to adjusting or adding strategies based on the consultant's review of the Communications Plan?

A: Yes. CHEW recognizes that applicants do not have access to its existing Communications Plan to inform their RFP responses. However, the proposal provides an opportunity for applicants to present recommended strategies and approaches based on their research, expertise, and understanding of CHEW's mission and communications needs.

The selected consultant and CHEW will work collaboratively to finalize a scope of work that considers both the existing Communications Plan and the strategies and services proposed by the consultant.

Q3: Is there a separate budget for producing collateral, promotional and multilingual materials?

A: Yes. Hard production costs, such as printing, promotional items, and professional translation, are paid from a separate CHEW budget and should not be included in the retainer. Developing the

materials (content, design direction, and layout using tools such as Canva or Adobe) is within the retainer's scope, as outlined in Section 2.

Q4: Can the senior lead be supported by a small team, such as a brand manager and designer?

A: Yes. The senior lead may be supported by a small team. However, all individuals expected to work on the project must be identified in the proposal, including their backgrounds, relevant experience, and specific responsibilities within the proposed scope of work. CHEW does not expect to engage with individuals who were not identified in the proposal without prior approval.

Regardless of team composition, one individual must be designated as the primary lead and remain ultimately accountable for timely communication, completion of deliverables, and quality assurance.

Q5: Can the illustrative month go beyond 10 to 12 hours if it stays within $2,500/month?

A: The 10 to 12 hour figure is an estimate, not a cap on hours. Applicants may include more hours in their retainer, provided the monthly cost stays within the designated RFP range. The illustrative month should reflect the hours actually included in the proposed retainer, and the pricing section should state that number of hours. Work beyond the retainer requires CHEW's written preapproval.

Q6: What are CHEW's two or three highest-priority communications outcomes for 2027?

A: CHEW's priorities for 2027 are: (1) consistent partner and stakeholder engagement through multiple communication channels, including but not limited to social media and quarterly newsletters; (2) executive and organizational thought leadership; and (3) increasing public relations and earned media. Specific priorities will be set month by month at the planning meetings.

Q7: Will the consultant have access to the existing plan, editorial calendar, brand guidelines, media lists, analytics and newsletter platform?

A: Yes. The selected consultant will have access to CHEW's Communications Plan, brand guidelines, newsletter platform, social media accounts and analytics. Note that building media lists and maintaining the editorial calendar are part of the scope (Section 2), so applicants should not assume these are developed.

Q8: Who will be the primary day-to-day contact? Will program leaders and subject-matter experts be available?

A: The consultant will work with CHEW's Executive Director and designated staff. Program leaders and subject-matter experts will be available for newsletter interviews and media opportunities with reasonable notice. Final approval of public-facing content rests with the Executive Director or an identified proxy.

Q9: Given 10 to 12 hours a month, how should recurring work be balanced against time-sensitive opportunities?

A: As described in Section 3, CHEW is purchasing senior capacity, not a fixed set of deliverables. We will set priorities together at each monthly planning meeting, so one month may focus on the newsletter and another on media. Core recurring outputs are expected each month or quarter, and the remaining hours are allocated by priority. If a major opportunity would push work beyond the retainer, additional hours require CHEW's written preapproval. Applicants should describe how they would manage these tradeoffs.

Q10: Does CHEW use communications performance indicators, or would it welcome a measurement framework?

A: The engagement requires a brief monthly summary of completed activities, media outreach and placements, and upcoming opportunities. CHEW currently tracks basic digital metrics. CHEW welcomes a concise, practical measurement approach as part of the proposal, as long as tracking and reporting fit within the retainer hours.

Q11: Would CHEW consider a fully remote consultant not based in New Jersey?

A: Yes. Out-of-state applicants are eligible, and the work may be performed remotely. Existing relationships with New Jersey media and/or health and public health media are highly desirable and are scored in the evaluation (5 points). CHEW also encourages proposals from New Jersey-based consultants.