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Making the Internet work better

IETF Brand Values Questions & Answers

2021-09-27

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Questions and Answers

1. *Why now? Why did you decide to start this project at this point in time?*

ANSWER: We have recently employed a Director of Development to bring greater intensity to our fundraising efforts on behalf of the IETF and this work is needed to support that role.

2. *Once the project is started, will you be able to provide contact lists for IETF participants and external stakeholders that should be included in the interviews?*

ANSWER: Yes. We will work closely with the selected partner on connecting with appropriate stakeholders for this project.

3. *Who do you consider the adjacent organizations that you mention in the RFP?*

ANSWER: These are expected to be identified in the course of this project.

4. *Are there any important deadlines or milestones that we should be aware of after the kickoff on November 1?*

ANSWER: While there are no explicitly defined milestones or deadlines beyond the kickoff, it will be helpful to include these as part of proposed project timelines. We are considering this to be a focused project with a span on the order of several months, but proposals should include timelines justified by the proposed approach.

5. *What is the budget range allocated for this project?*

ANSWER: We do not provide specific budget details for projects other than to note that this project is fully funded as part of our overall budget.

6. *How many firms received the RFP?*

ANSWER: This RFP was announced publicly via our established processes and channels. It was additionally shared directly with several firms considered to be possible candidates.

7. *Will there be an opportunity to present our proposal to your team?*

ANSWER: While they are not expected to be part of the initial review process, presentations may be requested to support proposals selected for further consideration.

8. *What qualifications or characteristics are you looking for in your branding partner?*

ANSWER: The primary qualification is the demonstrated ability to successfully deliver on similar projects. The ability to work with global reach and familiarity with technical communities that cross formal organizational boundaries are considered desirable.

9. *Would you like to see case studies of similar work?*

ANSWER: Examples of previous similar work will be gladly accepted as part of a proposal.

ENDS