

## ADDENDUM ONE QUESTIONS and ANSWERS

Date: February 14, 2020

To: All Bidders

From: Holly Glasgow/Jennifer Crouse, Buyer(s)  
DHHS

RE: Addendum for Request for Proposal Number 6215 Z1  
to be opened March 4, 2020 at 2:00 p.m. Central Time

### Questions and Answers

Following are the questions submitted and answers provided for the above mentioned Request for Proposal. The questions and answers are to be considered as part of the Request for Proposal. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

Question Number	RFP Section Reference	RFP Page Number	Question	State Response
1.			Do you have any relationships with other Organ & Tissue organizations (Such as Live on Nebraska) that we can leverage?	Yes. The State has relationships with other Organ & Tissue organizations.
2.			What assets are available to help extend the budget of this campaign (video, photography, existing creative elements, online)	A sampling of educational and promotional tactics that have been utilized in the past can be viewed at: Attachment One (1): DHHS NE Organ & Tissue Donation Assets February 2020
3.			Can you share research or background on the most likely organ/tissue donation candidates? Conversely, any research or background on why people do not register to be organ donors.	Information is available on the Donate Life America and Live On Nebraska websites: <a href="https://www.donatelife.net/faq/#community">https://www.donatelife.net/faq/#community</a> and <a href="https://liveonnebraska.org/about-donation/donation-myths/">https://liveonnebraska.org/about-donation/donation-myths/</a>
4.			How does Nebraska compare to other states in percentage of the population who registers to become an organ donor.	This information is not maintained by the State of Nebraska.
5.			What data is available on the number of or percentage of the current Nebraskans that are currently registered organ donors? Can you provide us a numeric goal that you would like to achieve?	Refer to the response for Question 4. The goal is an increase in the number of Nebraskans who have signed up to be an organ or tissue donor.
6.			What previous efforts have been most successful? Least successful?	Campaign metrics are evaluated annually and adjustments are made as necessary to achieve the desired results.

7.			Are their opportunities to collaborate with county DMVs to communicate to individuals at the time of acquiring or renewing their Nebraska Driver's Licenses?	The <a href="#">There's Life to Give</a> brochure is available at Nebraska Department of Motor Vehicle offices throughout the state. Any additional efforts require collaboration through DHHS, with the Nebraska Department of Motor Vehicles and Live On Nebraska.
8.			Are you open to nontraditional strategies?	Yes.
9.			Are there existing creative materials (radio, tv, print, digital ads, posters etc.) that can be use in the proposed media plan?	Yes.
10.			If so, are we able to have access to these promotional materials?	Refer to the response for Question 2.
11.			Your web page – includes links to Donate Life America's website. Is there creative materials from the national campaign that can be modified and utilized?	No. Donate Life America does not work with DHHS directly. Everything has to go through their state-specific contact, for Nebraska, that is Live On.
12.			We have noticed that the State Health Department logo is on the Live On Nebraska brochure, and your website links to the Live On Nebraska website. Can you explain the State of Nebraska's relationship with Live On Nebraska?	It is a collaboration intended to share information and reduce duplicated efforts in promoting organ and tissue donation in Nebraska.
13.			Are existing creative materials from Live On Nebraska available to be modified or utilized?	Yes, however, permission from Live On is required. It may be the responsibility of the contractor to secure permission and materials
14.			Is there an identified target market, in terms of age, sex, race and income?	Nebraska residents.
15.			Is there research available to help determine the most efficient target audience?	Unknown at this time. Bidders should provide the best solution to the requirements of this RFP.
16.			Is there an incumbent firm who is currently or has previously worked on this topic?	The current contract is available at the following link: <a href="#">67453-O4</a>
17.			Is there currently an ongoing campaign?	Yes. Refer to the response for Question 2.

This addendum will become part of the proposal and should be acknowledged with the Request for Proposal.