

# Request for Proposals

Substance Abuse and Mental Health Services Administration  
Center for Substance Abuse Prevention  
Underage Drinking Prevention National Media Campaign  
**Community Outreach Pilot Program**

RFP Release	November 7, 2011
Question and Answer Period	November 8-15, 2011
Responses to Questions Released	November 23, 2011
Letter of Intent Receipt Date	November 30, 2011
Proposal Deadline	December 15, 2011
Proposal Review Period	December 16, 2010 – January 16, 2012
Final Proposal Review Meeting	January 17, 2012
Anticipated Award Date	January 24, 2012
Anticipated Start Date	February 1, 2012
Mandatory Meeting	Week of February 27 – March 2, 2012
Mandatory Meeting	June 30, 2012

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## Part I – Overview

The purpose of this Request for Proposals (RFP) is to solicit proposals from community-based organizations (CBOs) that will contribute to carrying out the goals and objectives of the Underage Drinking Prevention National Media Campaign (the “Campaign”). The Substance Abuse and Mental Health Services Administration (SAMHSA), through its Center for Substance Abuse Prevention (CSAP), administers the Campaign.

The goal of the Campaign is to involve parents in the prevention of underage drinking by their 9-15 year old children. The Campaign strives to change a behavior that is complex. Parents will not readily accept the knowledge that underage drinking might be a problem in their home, school, or community; and once educated, they may not act upon their new knowledge immediately. Barriers to change may include denial that underage drinking is an issue, discomfort with the topic, a sense of powerlessness against what they view as an inevitable rite of passage, or lack of open communication with their child. Achieving behavior change on a broad scale will require assisting parents in building skills and forming new habits, a process not achieved in a short time frame.

SAMHSA is interested in involving CBOs—that serve either rural, urban or suburban areas within one of the National Prevention Network Regions (Central, Northeast, Southeast, Southwest, and Western) (NPN)—in the development and evaluation of Campaign materials.

SAMHSA contracts with Gallup, Inc. (Gallup) to coordinate the Campaign. Each Community Outreach Pilot Program subcontractor must work cooperatively with SAMHSA and Gallup to test and evaluate Campaign materials at the local level in support and promotion of the Campaign’s goal.

Eligible applicants must meet all of the characteristics outlined in **Section III: Eligibility Information**.

**NOTE:** All information provided during the proposal process is strictly confidential and will only be shared with those individuals directly involved in the selection and ongoing training and technical assistance of pilot sites.

Based on a competitive review process, SAMHSA, through its contract with Gallup, anticipates making up to five (5) awards of approximately \$15,000 each. The contract value will depend on the breadth and scope of the proposal and the appropriateness of the proposed budget.

Key Dates	
Question and Answer Period	November 8 – 15, 2011
Proposal Deadline	December 15, 2011
Anticipated Award Date	January 24, 2012
Mandatory Meeting	Week of February 27 – March 2, 2012

For more information regarding key dates, see **Section IV: Proposal and Submission Dates**.

## Part II – Details of Announcement

### Section I. Funding Opportunity Description

Gallup, as a contractor of SAMHSA CSAP, is soliciting proposals from CBOs to serve as subcontractors through the Community Outreach Pilot Program. This program is a key component of SAMHSA's Underage Drinking Prevention National Media Campaign, a broad marketing communication campaign that will build upon other SAMHSA underage drinking prevention efforts to create strong and effective prevention messages for parents and other caregivers of 9 to 15 year olds to encourage them to take action to reduce the risks associated with underage drinking.

Each subcontractor must work cooperatively with SAMHSA and Gallup to implement underage drinking education, awareness, and prevention activities.

Through Gallup, up to five (5) organizations will receive funding. The period of performance for this effort will be from February 1, 2012 to June 30, 2012.

#### 1. Background

In 2003, the Institute of Medicine (IOM) and the National Research Council (NRC) published *Underage Drinking: A Collective Responsibility*, which drew attention to the alarming prevalence of alcohol consumption by our nation's youth. In 2004, SAMHSA convened the Federal Interagency Coordinating Committee to Prevent Underage Drinking (ICCPUD), in response to one of the recommendations included in the IOM/NRC report. In 2006, Congress confirmed its commitment to preventing underage drinking by passing the "Sober Truth on Preventing Underage Drinking Act," or the "STOP Act." The legislation called for a "multi-faceted effort" to include prevention, intervention, treatment, enforcement, and research. Today, SAMHSA supports national, state, and local efforts to prevent and reduce underage drinking. Specific activities include the following:

- Underage Drinking Prevention National Media Campaign (through which these subcontracts will be funded)
- *Too Smart to Start*
- Town hall meetings
- State/Territory underage drinking prevention videos
- Federal underage drinking prevention Web site portal [stopalcoholabuse](http://stopalcoholabuse)

The SAMHSA Underage Drinking Prevention National Media Campaign began with public service advertisements (PSAs) created by the Ad Council. The first of these PSAs aired in October 2005 and the last were released in March 2010. The Campaign is the continuation of SAMHSA's earlier efforts. The next phase will involve broader marketing communications approaches and build upon other SAMHSA underage drinking prevention efforts to create strong and effective prevention messages for parents and other caregivers of 9 to 15 year olds to encourage them to take action to reduce the risks associated with underage drinking.

Acknowledging that parents are the greatest influence on children, SAMHSA commissioned this campaign to reach parents and other caregivers of children 9 to 15 years of age. The Campaign will

include reaching parents and other caregivers through traditional TV, radio and print PSAs, but may also disseminate messages via social media, entertainment media, workplace communications, and working with intermediaries and partners.

In addition, the Campaign will define a call to action for parents and offer them specific ways to engage in prevention behaviors with their children. It is not enough to raise awareness and understanding, to communicate facts and figures, or to alert parents and other caregivers without providing assistance. We must motivate parents and other adults to take action, increase their skills and comfort level through modeling, and provide tools to support their efforts.

## **2. Goal and Objectives**

In support of the campaign goal, which is to prevent underage drinking of children ages 9 to 15 by engaging parents in prevention behaviors, SAMHSA is interested in extending the Campaign's reach in the National Prevention Network's five regions and creating partnerships that will contribute to achieving the following objectives:

- Increase awareness and understanding among parents and other caregivers of the prevalence and risks of underage drinking.
- Increase knowledge, skills, and self-efficacy among parents and other caregivers regarding their role in preventing underage drinking.
- Increase action by parents to prevent underage drinking.

The objectives of the Community Outreach Pilot Program are:

- Achieve the objectives of the national campaign on a community level (i.e., increase awareness, understanding, knowledge, skills, self-efficacy, and action among parents in the pilot site communities).
- Engage coalitions, networks, or other prevention organizations in collaborative activity with the Campaign.
- Test and refine campaign strategies, messages, and materials on a small scale before investing in a nationwide rollout.
- Increase the Campaign's reach.
- Build the capacity of community-based organizations to engage in underage drinking prevention activity.

## **3. Required Activities**

To receive funding under this RFP, each applicant must agree to incorporate Campaign messages and materials into their existing underage drinking awareness and education activities throughout the period of performance (e.g., pretesting campaign materials, integration of messages and materials into existing efforts, augmenting existing efforts with the Campaign's training and technical assistance resources). Applicants will also be required to host at least one event to raise awareness of underage drinking during the period of performance. This event can be part of existing programming, but will incorporate the Campaign's messages and materials as part of the curriculum.

In addition, each applicant must also commit to making a best effort to incorporate underage drinking research information into its existing programming and educational materials after the completion of the contract. To create broad-based and consistent support for underage drinking prevention efforts, all subcontractors will be required to incorporate the Campaign's key messages into all literature and activities developed and distributed/implemented in conjunction with this initiative. The Campaign will provide a list of key messages when marketing research is complete in late 2011.

In addition to these requirements, each subcontractor must agree to conduct/participate in the activities described below.

#### **a. Project meeting**

At least one individual from each organization funded under this RFP is required to attend a mandatory meeting with Campaign staff and other subcontractors in Rockville, Maryland during the week of February 27 – March 2, 2012.

The purpose of this meeting will be to:

- Review contract requirements;
- Provide an overview of the current underage drinking landscape;
- Answer key questions related to how the pilot sites' programs fit within the framework of the Campaign;
- Review the Campaign timeline and related requirements;
- Discuss evaluation and reporting requirements; and
- Cover administrative issues.

**NOTE:** The Campaign will cover the costs of travel and lodging for one person, and those costs should not be included in your budget request.

**NOTE:** Because the mandatory meeting will function as a train-the-trainer session for the subcontractor, the person whom your organization delegates to attend the meeting must be either the designated day-to-day project manager or someone who will remain directly involved in programming activities throughout the period of performance.

#### **b. Reporting and submitting materials developed**

In addition to completing the tasks above, subcontractors must complete and deliver the following reports:

- Final report that summarizes all activities conducted during the pilot site program;
- Invoice (following completion of the final report). Note: 50% of initial award will be paid at the start of the project and the remainder after submission of the final report; and
- Electronic copies of all materials developed, including posters, flyers, brochures, handouts, etc.

Failure to comply with the requirements may result in forfeiture of participation in the program.

#### **4. Support from Campaign**

In addition to the awarded contract funds, the Campaign will provide all subcontractors with training and materials to support the proposed activities.

##### **a. Technical Assistance**

The Campaign will provide subcontractors with ongoing technical assistance in project-related activities.

##### **b. Materials**

Subcontractors will have ready access to campaign materials such as videos, posters, fact sheets (in English and Spanish), sample press releases, and recommended guidelines for media outreach and ad placement. If an organization wishes to adapt or create new materials through the use of contract funds, the Campaign must review these materials and reserves the right to require and/or refuse the inclusion of identifying information on such materials (e.g., funded by CSAP/SAMHSA/HHS).

#### **5. Proposal Requirements**

- a.** Cover letter signed by an officer of the applicant's organization with the authority to commit the organization to the proposal content
- b.** Executive summary
- c.** Table of contents
- d.** Proposal for completing the required items (See Detailed Proposal Instructions pages )
  - (1) Organizational and Staff Capability 3 pages + resumes/CVs;
  - (2) Project Goals with Measurable, Time-phased Objectives 2 pages;
  - (3) Detailed Work Plan and Timeframe 6 pages;
  - (4) Evaluation Plan 3 pages; and
  - (5) Detailed Budget Request 1 page
  - (6) Required Documentation As necessary
- e.** Appendices
  - (1) Organization and Contacts Form
  - (2) Letters of Support (optional)

***Applicants are strongly encouraged to stay within the aforementioned maximum page lengths. The font must be single spaced, 11-point Arial font, and with 1-inch margins. The selection committee will not review or consider for funding proposals exceeding this page limitation.***

***Please do not send extraneous material.***

## Detailed Instructions

### 1) Organizational and Staff Capability (3 pages maximum)

#### *Organizational capability*

Each applicant must describe the organization and its ability to respond to the requirements of the RFP. Applicants must include the following information.

- a. State your organization's mission and how it can support the Campaign's overall goals and objectives.
- b. Describe your organizational structure, the size of your membership/affiliates/client population.
- c. Discuss your organization's experience working with either rural, urban or suburban communities identified in your proposal (provide examples).
- d. Discuss your organization's experience managing contract dollars and systems in place for tracking expenditures (provide examples).
- e. Demonstrate your organization's ability and willingness to comply with reporting requirements and evaluation activities by noting experience in completing similar reports and confirming your organization's intent to comply with the program requirements included in the RFP.
- f. Discuss how the organization will make a best effort to support this type of work in the future once the Campaign's project funding ends.

#### *Staff capability*

- a. Identify key staff, including the individual(s) who will be the day-to-day project manager(s) and who will be responsible for the organization's public education activities and media outreach. Identify where the project fits in the organizational structure. Attach resumes or CVs as appropriate.

**NOTE:** Organizations submitting proposals that utilize existing staff to carry out the required activities will receive strong preference.

- a. Discuss the project manager's role and how this person will oversee the project's activities, including ensuring that tasks are accomplished and that educational efforts are science-based (e.g., demonstrated knowledge and experience with health education and communications efforts). Describe the manager's experience working with parents and other caregivers of 9 to 15 year olds.

## **Project Goal with Measurable Time-phased Objectives (2 pages maximum)**

Each applicant must develop a list of project goals and measurable, time-phased objectives that meet the purpose of the Campaign.

- a. State the overall long-term goal(s) of the project. These goals should relate directly to the intent of the RFP.
- b. Provide a list of specific, time-phased, and measurable objectives for each goal. The objectives should address the specific focus of the RFP.

## **2) Detailed Work Plan and Timeframe (6 pages maximum)**

Provide a detailed work plan of how the specified goals and objectives will be met. Include the following in the description:

- a. Key target dates/ timelines and activities;
- b. Key staff involved;
- c. Key partners/collaborators;
- d. Anticipated results;
- e. Descriptions of how specific objectives will be reached;
- f. What will be done to ensure that all activities are culturally and linguistically appropriate; and
- g. Other information that demonstrates a clear understanding of the activities necessary to achieve the stated objectives.

Applicants should incorporate all required reporting into the work plan timeline.

## **3) Evaluation Plan (3 pages maximum)**

All subcontractors must conduct ongoing evaluation of their proposed program activities. Both process and outcome evaluations are desired. Your evaluation plan should be based on your stated goals and objectives and should provide a means for determining if these goals/objectives were met.

## **4) Detailed Budget Request (1 page maximum)**

Please provide a detailed budget that illustrates precisely how the organization will utilize the contract funds (up to \$15,000).

**NOTE:** \$15,000 is the total possible cost, including direct and indirect costs. Your budget request from the Campaign cannot exceed \$15,000 total cost. Budget requests exceeding \$15,000 will be eliminated from consideration. In-kind contributions do NOT count against this amount. If in-kind contributions are provided, please discuss their source and include a letter of commitment. In-kind contributions should be detailed separately.

**NOTE:** Cost of travel for one person to attend the mandatory meeting in Rockville, Maryland will be covered by the Campaign. If the applicant proposes sending more than one staff member to this meeting, the additional cost must be included in the budget and justification must be provided.

## **Excluded Costs**

**Capital expenditures (e.g., computers, laptops, cameras, cell phones, furniture, renovations, etc.) are prohibited under this subcontract.**

Budgets should include the following line items, as applicable:

## **Personnel**

### a. Staff

Provide the name, title, annual or hourly salary, and the percentage of time that will be spent on the project for each project staff member. Also, please state if this will be a part-time position or part of a full-time position.

### b. Fringe benefits

## **Direct Costs**

### c. Local travel in support of proposed activities

### d. Meeting expenses

Include room rental and equipment rental. Light refreshments may be purchased for community-focused events at the local level. No alcohol may be purchased using these funds.

### e. Photocopying/duplication

### f. Supplies

### g. Postage

### h. Telephone/fax

### i. Space

### j. Other direct costs

## **Indirect Costs**

Indirect costs, such as percentage of lease, utilities, and office supplies should be included in project budgets. If applicable, please provide approved indirect cost rate, the base or basis for this rate, and supporting documentation. Detail what is included in this rate. Remember, the total amount requested, including any indirect costs, cannot exceed \$15,000.

## **In-Kind Contributions**

In-kind contributions are not required. If any are to be included in the project budget, please provide an amount and description.

**5) Required Documentation (not to exceed 5 pages)**

Each organization applying for funding must include the following:

- A current 501(c)(3) IRS document certifying the organization's non-profit status (if applicable);  
and
- Summary pages from the applicant's most recent audit report.

## **Section II. Award Information**

### **Funds Available**

The Campaign anticipates funding up to five (5) subcontracts in response to this RFP. SAMHSA recognizes that the award amount may not cover the costs of the required tasks, and encourages partners to use the award to leverage additional resources. All costs associated with performing the required tasks and meeting the timeline and deliverables shall be the responsibility of each pilot site. Any and all potential partnerships should closely align with the mission of the national campaign and the goals and mission of SAMHSA. SAMHSA reserves the right to review a pilot site's partners and refuse funding if it is determined that partnerships do not align with the intended goals and objectives of this Campaign and/or SAMHSA's mission.

The funding period for this community outreach pilot program is February 1, 2012 to June 30, 2012. Because the nature and scope of the proposals may vary from proposal to proposal, it is anticipated that the size of each award may also vary. The maximum award will be \$15,000 in total costs. Although the financial plans of the Campaign provide support for this program, awards pursuant to this funding opportunity are contingent upon the availability of funds and the receipt of a sufficient number of meritorious proposals.

## **Section III. Eligibility Information**

### **Eligible Applicants**

To be eligible for an award, applicants must meet the following criteria:

- Community-based, non-profit organization as evidenced by a current 501(c)(3) status (if applicable) or a State, county or municipal health agency. If applicable, a current 501(c)(3) IRS document certifying the organization's non-profit status must be included with the proposal;
- Established organizational capacity for communication with and outreach to either rural, urban or suburban populations;
  - Demonstrated experience in building partnerships or coalitions in the community (State, county, or local) on a public health topic or other social issue
  - Mission statement that incorporates dedication to improving the health/well-being of the community or communities
  - Established capacity for communication, outreach, and organization in prevention of a public health challenge or other social issue
  - Experience working within communities on underage drinking prevention, education and awareness activities or other underage drinking prevention services
  - Evidence of a stable organizational infrastructure, stable staffing, and financial solvency

- Qualified staff dedicated to this effort
- Technological capabilities including in-house access to e-mail and the Internet and a Web site that can be updated and linked to SAMHSA Web sites;
- Demonstrated understanding of the challenge(s); and
- Strong proposed approach.

The following types of organizations are not eligible for funding under this RFP:

- 501(c)(4) organizations; and
- National organizations.

## Section IV. Proposal and Submission

### Submission Dates

Proposals must be received on or before the receipt date indicated below

RFP Release	November 7, 2011
Question and Answer Period	November 8-15, 2011
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Anticipated Start Date	February 1, 2012
Mandatory Meeting	Week of February 27 – March 2, 2012
Subcontract Completion Date	June 30, 2012
Webinar or conference call with SAMHSA/Gallup	Monthly
Provide feedback on national campaign creative materials and messaging	Ongoing
Technical assistance from Gallup staff as needed	Ongoing

### Letter of Intent

Prospective applicants are requested to submit a letter of intent by 5:00 p.m. Eastern Time on November 30, 2011. Submitting a letter of intent does not obligate an organization to submit a proposal for funding. Letters of intent will aid SAMHSA in determining the approximate number of potential proposals to be reviewed. Letters of intent are not required, but are encouraged.

Letters of Intent should not exceed one page, and should include the organization's name, address, city, contact person/title, and contact information (email address, telephone/fax numbers).

The letter of intent should be emailed to the following contact:

B. Lamont Rooker

Underage Drinking Prevention National Media Campaign

Email: lamont\_rooker@gallup.com

## Proposal Submission

Completed submissions (hardcopy or electronic) should be mailed, couriered or emailed to the following contact:

Gallup, Inc.  
c/o B. Lamont Rooker  
Underage Drinking Prevention National Media Campaign  
901 F Street, NW  
Washington, DC 20004 (for mail and couriers)  
Phone: 202.715.3030 (only for courier use)  
[lamont\\_rooker@gallup.com](mailto:lamont_rooker@gallup.com) (for electronic submissions)

**Proposals may not be faxed. Proposals that are faxed will not be considered.**

## Proposal Processing

Proposals must be received **on or before 5:00 p.m. Eastern Time on December 15, 2011.**

If a proposal is received after that date, it will be returned to the submitting organization without review and will not be considered for funding. Acknowledgement of the receipt of a proposal will be sent via e-mail.

## Section V. Proposal Review Information

### Criteria

The criteria identified below will be considered in the review process.

1. Organizational and Staff Capability	30 points
2. Goals/Objectives	10 points
3. Work Plan	30 points
4. Evaluation	20 points
5. Budget	10 points
6. Required Documentation	required
7. Support Documentation	not required

**Total Points = 100**

## **1. Organizational and Staff Capability (30 points)**

- Is the organization's structure adequate to implement the proposed activities? Do the proposed contract activities fit appropriately within the mission of the organization?
- Is the size of the membership/affiliates/client population adequate?
- Does the applicant have an established capacity for communication with, and outreach to, the target communities?
- Does the applicant, specifically the project manager and the staff identified to work on this project, have the appropriate background and experience to undertake successfully the proposed activities? Have they demonstrated adequate experience working within communities on underage drinking prevention, education and awareness activities or other underage drinking prevention services?
- Has the applicant provided evidence of experience managing contract dollars and systems in place for tracking expenditures?
- Has the applicant provided evidence of the ability and willingness to comply with reporting requirements and evaluation activities?

## **2. Goal/Objectives (10 points)**

- Is the long-term goal of the project appropriate and related to the intent of the RFP ?
- Has the applicant proposed a comprehensive set of time-based and measurable objectives for each goal?
- Do the goals make a clear reference to the target population(s)?

## **3. Work Plan (30 points)**

- Is the work plan adequately detailed (including information on target dates and activities, key staff, key partners, collaborators and required reporting)?
- Does the work plan reflect the applicant's clear understanding of what is required to undertake the proposed activities and does it clearly articulate that the proposed activities are in line with the national campaign, will be accomplished in a timely manner and that the educational efforts will be science-based?
- Is the timeline realistic?
- Does the work plan provide a description of how the underage drinking prevention, education, and awareness activities will be integrated into the applicant organization's activities once the contract period is completed?
- Are the key collaborators appropriate?
- Are the anticipated results realistic and sufficiently detailed?
- Has the applicant adequately described how all activities will be made culturally and linguistically appropriate?

**4. Evaluation (20 points)**

- Does the evaluation plan reflect the goal and objectives of the proposed activities and the intent of the RFP?
- Does the evaluation plan include local process measures (i.e. materials disseminated, local partnerships formed, local PSA distribution)?
- Is it realistic? Can it be implemented given the organization's capacity and the funds available?

**5. Budget (10 points)**

- Are the proposed budget items and amounts justifiable?
- Does the proposed budget reflect the proposed activities and the resources that will be required to accomplish those activities?
- Does the total proposed budget exceed \$15,000? If so, are there letters of support from the proposed additional funders.
- Does the proposed budget include capital expenditures?

**6. Required Documentation (not scored, but required)**

- If applicable, does the proposal include a current 501(c)(3) IRS document certifying the organization's non-profit status?
- Does the proposal include summary pages from the applicant's most recent audit report?
- Does the proposal contain a cover letter signed by an officer of the applicant's organization with the authority to commit the organization to the proposal content?

**7. Support Documentation (not scored and not required)**

- Does the support documentation (letters of support) substantiate the organization's capability and/or experience reaching the target communities?

**Total Points: 100**

**Review and Selection Process**

Upon receipt, the selection committee convened by Gallup in consultation with SAMHSA will review proposals for: (1) completeness and (2) merit. The panel will represent the underage drinking prevention community, including professionals experienced in working with community-based organizations and public health. Federal employees also will participate in the review and selection process.

The review and selection committee will not review incomplete proposals. Proposal determined to be complete and responsive to the RFP will be evaluated based on the criteria designated in

the RFP. The panel will convene to discuss each proposal and then provide guidance to SAMHSA based on both the determined score and panel discussion. Funding decisions will take into consideration geographic location to ensure diversity of service outreach.

The selection committee will make final recommendations to SAMHSA. SAMHSA will make all final funding decisions.

## **Section VI. Contact Information**

If you have questions regarding the development of your proposal, we encourage you to contact:

Gallup, Inc.  
c/o B. Lamont Rooker  
Underage Drinking Prevention National Media Campaign  
(202) 715-3064  
lamont\_rooker@gallup.com

**APPENDIX**  
**Organization and Contacts Form**

**SAMHSA Underage Drinking Prevention National Media Campaign**  
**Community Outreach Pilot Program**  
**2011**

<b>Organization Information</b>
Organization Name
Street Address
City
State
Zip Code
Phone
Fax
Website URL
Email Address
Tax Identification Number
Local population size
Number of staff (specify whether paid or volunteer)
Number of members (and location if affiliates/chapters)
Board size and composition, if applicable
Educational programs, advocacy, and services offered
Populations served
Settings where education and services delivered
Publications produced