

UNITED NATIONS CHILDREN'S FUND (UNICEF)

Request for Expressions of Interest

Face-to-Face Fundraising Services – Market: France

(REOI/2020/201494)

Issuance Date: 27 November 2020

Closing Date: 10 December 2020 at 16:00 Hours Geneva Time

Reference: REOI – Face-to-Face Fundraising Services – Market: France

Background

UNICEF promotes the rights and wellbeing of every child in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

UNICEF is represented in France through its National Committee: Comité Français pour l'UNICEF (association loi 1901), governed by law 1901, founded in 1964 on an accreditation agreement, and it was recognized as a public utility by decree of December 2, 1970.

To support the resource mobilization efforts and outreach to potential private sector donors in France, UNICEF on behalf of the French Committee for UNICEF would like to survey the global, regional and local market for Face-to-Face Fundraising (F2F) Services in the country with the objective to recruit new monthly individual donors. Anticipated volume is over 25,000 new monthly individual donors (net or confirmed/fulfilled donors) and expected Return on Investment (ROI) 3:1 in 36 months.

Purpose and objective

The purpose of this Request for Expression of Interest is to survey the global, regional and local market for F2F services in France with the objective to enter into a contractual service agreement with successful bidders to a subsequent Request for Proposal (RFP). Vendors are requested to propose the best and most cost-effective solutions to meet requirement of French Committee for UNICEF, while ensuring a high level of service.

Scope of work

- Recruiting regular (monthly) donors (new recruited donors) through face-to-face or direct dialogue technique, including door-to-door and private venues;
- Creating and producing materials that may include visibility items, in addition to other fundraising materials for French Committee for UNICEF to approve;

- Data entry: Including registering forms and transferring the data electronically in a secure manner (fully compliant with GDPR and PCI guidelines) to French Committee for UNICEF's data house directly (as per file layout specs) for uploading into its donor database, gift processing; plus providing reporting practices and measurable metrics;
- Conducting campaign performance analyses, quarterly target and budget reviews, plus providing campaign / analytical support through comprehensive evaluations (key performance indicators to track, measure and report on F2F activities);
- Welcome packages: Developing (with French Committee for UNICEF) a welcome package, laser printing, packaging and delivery (by the recruiters);
- Welcome calls: Including the actual call and follow-up reporting.

Deliverables

Bidders are requested to include the following information in their expression of interest submissions:

Standard Activity Requirements

- Stipulate methods of service delivery: residential/door-to-door, special events in private sites, etc; if the F2F activities will be a combination of these methods. (French Committee for UNICEF to approve proposed methods / canvassing activities);
- Timelines for the start-up phase for a regular donor recruitment process (including the checklist, training provided by French Committee for UNICEF and the production of any supporting materials). French Committee for UNICEF to approve timelines before campaign begins;
- The strategy and procedure for ensuring that an expected ROI of at least 3:1 (within 36 months) is achieved;
- Licenses/ permissions required, responsibility for obtaining such licenses and any costs involved (to be included in prices, as stated in the financial offer);
- Drafting the script that canvassers will use during the direct dialogue and timing for this. (French Committee for UNICEF to approve all scripts);
- Description of the Team lead/fundraiser working on the campaign (number of operators, account management staff who will be assigned to French Committee for UNICEF account);
- Fundraiser's orientation/hiring process, management and training procedures;
- Complaints procedures;
- Proposed geographical location(s) to pursue F2F in France and the rationale for site selection;
- On demand reports and statistics indicators on the activity (after each recruitment process);
- Show all previous experience in developing and managing successful F2F campaigns for non-governmental or intergovernmental organizations, especially those raising funds for humanitarian relief aid causes in France;
- Staff recruitment capacity in major cities in France, where there is potential for French Committee for UNICEF (French Committee for UNICEF to approve canvassing locations).

Specifications: Data Entry

- The amount of time (# of business days) it will take from sign-up to the transferring of donor data (signed application forms) to French Committee for UNICEF's data house in electronic format;
- Preparation of export/import formatted forms, including donor data (excel spreadsheet) on demand that adheres to French Committee to UNICEF's data house file layout specifications (maximum once a week);

- On demand reports, statistics and key performance indicators on the F2F activity in any given city where donor recruitment is taking place (weekly and on a quarterly basis); that adhere to French Committee for UNICEF reporting standards and requirements, plus align with French Committee for UNICEF's data house reporting.

Specifications: Welcome Package

- French Committee for UNICEF is responsible for the cost of (digital) Pledge Forms, leave behind materials, "thank you cards", welcome packs, visibility material, desks, branded clothing, lanyards and donor gifts;
- Recruiters to distribute the approved welcome package to all newly signed-up monthly donors.

Specifications: Welcome Calls

- A description of a standard working team (number of telephone operators, training, size of account management team who will be working on the French Committee for UNICEF account);
- Timing for the start-up (that includes producing scripts and training the operators);
- On demand reports, statistics and key performance indicators on F2F activities (minimum. once a week) that adhere to French Committee for UNICEF reporting standards and requirements; French Committee for UNICEF to monitor the quality of welcome calls through access to call recordings upon request;
- Calls requiring special feedback to be redirected to French Committee for UNICEF.

Expected parameters to be considered to your proposal:

- Monthly donations/pledges may be set up by direct debit (SEPA);
- Minimum acceptable monthly donation / pledge must be EUR15 / month (lower values may be accepted from the public but will not be included in targets and invoices);
- Fundraisers cannot accept gifts. No cash gifts can be received by the canvassers.

Specifications: Valid pledge donors

- A pledge form is considered as complete if French Committee for UNICEF gets the following data: first name, family name, birth date, postal address, email, phone number, profession, IBAN of a French bank account, amount of the pledge in €, SEPA mandate with signature, date of first payment;
- A pledge form is considered invalid if it is not complete, if it cannot be captured in our database, if it is cancelled by the donor before the entry in the database, if it is cancelled during the welcome call, if the banking data are not validated by the database, if the donor is under 18 years old, if the date for the first payment is 3 months or more after the date of signature, if donors cancel their donations after 2 payments.

Interested agencies are requested to share the following information with UNICEF:

1. Capability Statement

A brief capability statement concisely presented and structured in the following order to include the following information (maximum 10 pages excluding CVs):

- Description of the company, its experience and organization. A description of the company with the following documents: company profile, registration certificate, last audit reports,

and any other information that will facilitate our evaluation of your company's substantive reliability, financial and managerial capacity to provide the services.

- Understanding of the requirements of the Service, proposed approach, solutions, methodology and timeline; Any comments or suggestions on the scope of work, as well as your detailed description of the manner in which your company would respond to the scope of work.
- Proposed personnel to carry out the assignment: The composition of the team you propose to provide; Curriculum Vitae of core staff, roles the proposed individuals would play in providing the services. Knowledge of French language is essential.

2. Pricing model

UNICEF is interested in receiving your costs for these services in the format of price per pledge attached according to donors age, average monthly gift, and number of payments. Agencies can however propose alternative pricing formats.

3. Procedure for submission of the information

Expressions of interest in English (Not more than ten (10) A4 size pages excluding CVs) must be sent to PFPProcurement@unicef.org by 10 December 2020 at 16:00 Hours Geneva Time.

Vendors are kindly requested to ensure that their full current contact details (contact person details, postal/e-mail/telephone/ fax) are included in their submission.

Note:

- i. This REOI is strictly to request interest and shall not be understood as any sign of award of a contract or as any form of commitment from UNICEF to any company/institution.
- ii. A response does not automatically ensure that a company/academia/corporate institution will be contacted or invited to tender in case UNICEF decides to tender for this assignment.
- iii. UNICEF reserves the right to change or cancel the requirement at any time during the REOI and/or solicitation process.
- iv. All submissions will be treated confidentially.
- v. UNICEF's standard General Terms and Conditions of Contract (services) which vendors are required to accept are attached for reference.