

## Q&A (Second Round)

Philippines RFP/PSP/2021/001

Lead Generation and Outbound Telemarketing Services

Tendering Period: 25 March - 24 April 2021



**UNHCR**

United Nations High Commissioner for Refugees  
Haut Commissariat des Nations Unies pour les réfugiés

No.	Questions	Answers
1	Who is the Target Persona?	<b>Audience</b> <b>1. Look-alike of active donors (30-60 likely to have children, tech adapters, altruistic, interested in causes)</b> <b>2. E-commerce consumers using credit card or other forms of contactless payment</b> <b>3. Travel and lifestyle consumers</b>
2	What do your Prospects Want to Know?	<b>1. 3Ws of UNHCR</b> <b>2. How they can support (financial and non-financial)</b> <b>3. Impact of their support</b>
3	Where do we Distribute Content? * you may choose to deliver this content via blog posts, videos, images, infographics, webinars, whitepapers, eBooks, and the like.	<b>1. Owned Media (website, social media)</b> <b>2. Content Partners (Brand and/or media partner with large subscription base)</b> <b>3. Podcast (in the pipeline)</b> <b>4. Goodwill Ambassador platforms</b> <b>5. Online events</b>
4	What is your sales process (and at what point do you want to generate leads)?	<div> <div>Individual Giving</div> <div>Supporter Journey</div> <pre> graph LR     subgraph Individual_Giving [Individual Giving]         A[Aware]         B[Learns about UNHCR, our work and our beneficiaries]     end     subgraph Acquire         C[Signs up as a committed donor]         D[Makes a one off donation]     end     subgraph Develop         E[UNHCR works to retain and upgrade the donor]         F[UNHCR works to convert one off donor to a committed donor]     end     A --&gt; C     B --&gt; C     C --&gt; D     D --&gt; F     C --&gt; E     F --&gt; E         </pre> </div>
5	What are your audience's biggest pain points?	Conversion from leads to donors
6	What's your Unique Selling Proposition? What would make someone choose you over someone else?	<b>USP: We are the UN Refugee Agency, protecting people fleeing for their lives from war, persecution, and violence.</b> <b>We respond with life-saving support in emergency hotspots all over the world.</b> <b>We safeguard the fundamental human rights of the most vulnerable forcibly displaced persons namely refugees, internally displaced, and stateless and those at-risk of statelessness.</b> <b>We help refugees thrive by helping to rebuild their lives in dignity and safety.</b>
7	Do you have an explainer video ready?	<a href="https://www.youtube.com/watch?v=qzGiPi2OvyE">Who We Are 70 Years of the UN Refugee Agency - YouTube</a> <a href="https://www.youtube.com/watch?v=qzGiPi2OvyE">https://www.youtube.com/watch?v=qzGiPi2OvyE</a>
8	Does your sales team use live chat tools?	Yes

END OF Q&A