



**Terms of Reference  
Thailand/RFQ/PSP/2021/003  
Provision of Lead Generation Services**

## 1 Introduction

### 1.1 Background

UNHCR is mandated by the United Nations to lead and coordinate international action for the worldwide protection of refugees and the resolution for issues facing refugees. The number of people forced to flee from home is over 79.5 million which is the highest number since World War II. Today, UNHCR is one of the world's principal humanitarian agencies. Its staff of more than 17,300 personnel in 135 countries. Staff members work in a diversity of locations and conditions including in our Geneva-based Headquarters (HQ) and more than 501 field locations worldwide. UNHCR's primary purpose is to safeguard the rights and well-being of refugees.

Since 1975 UNHCR in Thailand has been working continuously with the Royal Thai government and NGOs in order to help and provide protection to refugees who live in refugee camps in Thailand. We have helped the country meet the protection needs of successive migrations of refugees from Cambodia, Laos, Vietnam and Myanmar since the 1970's.

There are currently some 96,818 refugees in Thailand who are mainly ethnic Karen and Karenni forced to flee from conflicts in Myanmar. For over 30 years, they have been living in nine camps in four provinces: Ratchaburi, Kanchanaburi, Mae Hong Son, and Tak. Most of them are children, women and people with disabilities whose voice are seldom heard.

#### **Private Sector Partnerships Service (PSP)**

Since May 2008, UNHCR Thailand has started raising funds from individual donors through the Face to Face (F2F) and digital fundraising programmes. Donation raised from donors in Thailand has become the major proportion for funding to support refugees in Thailand. In 2016, PSP department has increased awareness about refugees with several integrated campaigns such as NAMJAI FOR REFUGEES which raises funds for refugees in Thailand with involvement of Thai leading celebrities and "Nobody Left Outside", which aims to provide shelter for refugees outside Thailand. The approach using offline and online activities together with engagement with high profile supporters and celebrities have increased awareness about refugees and visibility of UNHCR among Thai people and we will continue the momentum in 2021.

More information can be found on UNHCR globally; [www.unhcr.org](http://www.unhcr.org) and about UNHCR Thailand [www.unhcr.or.th](http://www.unhcr.or.th).

### 1.2 Statement of Purpose & Objectives

The PSP of UNHCR Thailand is looking to partner with qualified company for lead generation services to support campaigns in Thailand and meet the KPIs of the campaign, for a duration of 12-months.

Period: June 2021 – May 2022 (12 months)

Total leads requested: 50,000 lists

The selected company must:

- Bring significant knowledge and experience of developing successful and qualified lead generation.
- Have a proven track record of delivering successful campaign.
- Have relevant experience of working with non-profit organization
- Be able to work closely with staff of PSP Thailand and with key stakeholders across the UNHCR network in a collaborative and creative working environment
- Be able to optimize the campaign and performance to meet the KPI.

The successful bidder(s) will be requested to maintain their quoted price model for the duration of the contract.

Additional note: The budget allocated may vary and is subject to UNHCR's confirmation. The budget will be confirmed through a specific "Statement of Work" (SOW) of each agency and corresponding purchase order (PO).

## 2 Requirements

### 2.1 Core requirements

- The agency (s) are required to focus on committed giving donors who donate with credit cards.
- To generate qualified leads through digital marketing activities for UNHCR to follow up with lead conversion activity through email marketing and telemarketing. The agency (s) are required to deliver qualified lead as below;
  - UNHCR Brand recognition lead 50,000 lists.
  - Male or Female, Thai nationality only
  - Age over 27 years old, Live in Thailand
  - Have name, surname, email address, mobile number with opt-in agree to receive the contact from UNHCR.
  - Credit card holder with income over 30,000 THB a month.
- Identification of media channels, target audiences and mechanic.
- Maximize cost efficiencies and deliver converted response at the lowest possible cost;
- Develop the mechanism in order to optimize the performance of the program
- The agency/ (ies) goal is to develop, implement, execute, test and optimize the most effective lead generation strategy/ (ies), in order to achieve the greatest possible impact for a given fundraising budget.

### 2.2 UNHCR Responsibilities

UNHCR is responsible for:

- Providing creative materials;
- Providing the call centre outcome for lead quality and campaign optimization.
- Provisioning response mechanisms from call centre as requested by the vendor;

### 3 Content of the proposal and evaluation

Please make sure that you submit the necessary information to establish compliance with the below eligibility criteria. **The evaluation will be based on pass/fail (Yes or No) method.** Your proposal must be compliant with all the below listed:

- Proven track record of delivering at least five (5) successful lead generation campaigns in Asia Pacific Region.
- Your company must have at least one (1) client (current and/or previous) in the non-profit sector.
- Confirmation that your company is able to provide the requested volume of quality leads that meet the requirements detailed under 2.1 Core Requirements.
- Your company offers account management team to handle UNHCR account, to be able to work closely with staff of PSP Thailand and with key stakeholders across the UNHCR network in a collaborative and creative working environment.

Please use single currency (THB) to provide your fee structure and sum-up the total cost for the lead generation on Annex B.

UNHCR shall pay the vendor(s) within 30 days after satisfied completion of service requested. Payment shall be made against invoice and based on the quotation submitted by the vendor(s).

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#### 3.1 Vendor Registration Form

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If your company is not already registered with UNHCR, please complete, sign, and submit with your Technical Proposal the Vendor Registration Form (Annex C).

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#### 3.2 Applicable General Conditions

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Please indicate your acknowledgement of the UNHCR General Conditions of Contract for the Provision of Services by signing this document (Annex D) and including it in your submitted Technical Proposal.

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#### 3.3 Special Data Protection Conditions

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Please indicate your acknowledgement of the UNHCR Special Data Protection Conditions (Annex E) and include the signed copy into your submitted Technical Proposal.

#### 4 Bid submission

The offers are to be submitted via UNHCR online bidding system, called eTenderBox. Please read **Annex F & G** for registration. Your quotation must be valid as least for 30 days. You need a valid email address and a password to access the tender to upload your bids.

<http://etenderbox.unhcr.org>

**The deadline to receive your proposal is: 23<sup>rd</sup> of May 2021 23:59 pm (Bangkok time)**

For any question, please contact Sarinya Sangiemsak at [sangiems@unhcr.org](mailto:sangiems@unhcr.org) and Mathieu Mal at [mal@unhcr.org](mailto:mal@unhcr.org)