**Terms of Reference:**

**Agency for Individual Giving Program Campaign**

**Project Description**

*Summary*

Under the direct supervision and guidance of the Partnerships Analyst, the marketing and communication agency will assist the Philippine Country Office in creating and managing flagship program campaigns to support the pilot test launch of Individual Donor Program campaign of UNFPA Philippines.

*Background*

Around ninety-eight percent of UNFPA funding comes from donor governments. Two-thirds of core funding comes from five member states. There is a need for diversification of funds in order to sustain the UNFPA mandate in the Philippines. Establishing an Individual Donor Program is one way to diversify funding sources based on donations from members of the public and is the single largest source of private contributions to UNFPA’s peer organizations.

Individual giving is a stable source of revenue the reason that most of the charities are starting to explore raising funds through this channel. This channel of fundraising tends to grow and is continuously sustained even during times of recession and also establishes brand awareness and recognition. This will increase unrestricted funding and will support the organization to utilize the most prioritized program.

The UNFPA Philippine country office will initially explore local fundraising through individual donor programs to mobilize resources through one-time and regular giving. This will be launched through Digital Fundraising using various online giving platforms. The country office will engage partners with various e-wallet and e-commerce sites to provide more options for donors to give. All initiatives and campaigns for individual giving will be promoted through online campaigns to acquire and engage potential support from the mass market.

To help launch the UNFPA country office individual donor program campaign, UNFPA shall engage with a creative/marketing/communications and PR agency that will support the plan from creating a flagship campaign, collateral materials, as well as promotion in various platforms to engaging and acquiring potential donors.

Extension of the contract is subject to realisation of the planned results.

**Scope of Work**

1. Recommend and create best flagship campaign that seeks to engage target audience of UNFPA for Individual Donor Program campaign

2. Create a tagline that is best suited for the flagship campaign

3. Collaborate with the UNFPA Partnership Analyst and Comms Analyst to produce, design and create promotional campaign ads and cross-post online content using the key messages of UNFPA through videos and social media cards

4. Create a media and PR plan, including influencer engagement, drafting and distributing press releases, and ad campaign distribution

**Expected Outputs**

1. A proposed campaign plan in launching the Individual Donor Program from a regular campaign, Humanitarian (Emergency), and Christmas campaign.

2. Collaterals for the flagship program campaign

3. A post-campaign report on the actual reach and engagement from all media and online platforms as well as lessons learned from the campaign.

4. Turnover of raw, editable, and final files created for the campaign (i.e., documents, online videos or social media cards)

**Qualifications of a successful contractor**

At least two (2) years experience in planning, managing, and executing online fundraising and PR campaigns. The sample work should be attached for reference.

**Institutional Arrangements**

The project will be under the overall supervision of the UNFPA Country Representative and the direct supervision of the UNFPA Partnership Analyst. The campaign organizer is expected to work closely with the UNFPA Country Office for centralized coordination and overall guidance.

**Duration of Work**

The engagement shall take place from 1 September until 31 December 2021.

**Scope of Bid Price and Schedule of Payments**

The bidder is expected to submit realistic and competitive itemized cost estimates in undertaking the project, including professional/talent fees if needed, logistics, and production.

Schedule of payment shall be, as follows:

● 30% after UNFPA’s satisfactory acceptance of the proposed campaign plan from creating, promoting and executing the pilot campaign.

● 40% after UNFPA’s satisfactory launch of the flagship program campaign

● 30% Upon satisfactory acceptance by UNFPA of the consultancy firm’s

post-campaign report, including the photo and documentation

**COA: PHL08PCA - RESMOB - FPA90 - UNFPA - PU0074**

**A. Criteria for Evaluation of the Technical and Financial Proposal**

The technical proposal shall be evaluated based on the following criteria:

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| Evaluation Criteria | Scoring Percentage |
| 1. Project Management  a.) Staffing, including proposed members of the team  b.) Experience in managing similar campaigns of a UN agency or an international non-profit organization | 20% |
| 2. Technical Expertise  a.) Experience in flagship Program Campaigns  b.) Experience in media and PR engagement | 60% |

|  |  |
| --- | --- |
| c.) Experience in online and digital fundraising campaigns  d.) Approach in methodology  a.) Appropriateness of approaches and strategies to deliver expected outputs  b.) Overall clarity of the proposal | 20% |
| Total Technical Scores | 100% |
|  |  |
| Total Technical Weight Score | 70% |
| Financial Proposal (reasonableness of the bid to produce quality outputs, comparability with other bids) | 30% |
| Total | **100%** |

**B. Recommended Presentation of the Proposal**

Interested parties are requested to submit a detailed proposal with the following information: ● Campaign plan

● List of previous flagship campaigns with sample collaterals and promotional ads and media mileage and results

● Company profile and achievements

● Itemized costing for each scope of work