

**DATE: 10 March 2023**

**REQUEST FOR EXPRESSION OF INTEREST: No. EOI/PSP/Thailand/2023/001**

**FOR THE PROVISION OF**

**FACE TO FACE AND DONOR ACQUISITION SERVICES**

**CLOSING DATE AND TIME: 11 May 2023 – 23:59 hrs Thailand time zone**

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## **1. Who we are?**

The Office of the United Nations High Commissioner for Refugees (UNHCR), established on December 14, 1950, by the United Nations General Assembly, is the world's leading organization dedicated to saving lives, protecting rights and building a better future for refugees. Today, UNHCR is one of the world's principal humanitarian agencies. Their staffs of more than 18,000 personnel are helping more than 103 million people in 137 countries. For more information, please see [www.unhcr.org](http://www.unhcr.org).

The primary purpose of the Private Sector Partnership Service (PSP), UNHCR Thailand is to generate income from individual donors, corporates and foundations, in order to support UNHCR activities worldwide. PSP activities in Thailand include two different main programs: Individual Giving (IG), raising money from individuals both regular and one-off donation, and Private Philanthropy (PPH) seeking support from companies, foundations, small and medium sized enterprises (SMEs) and High Net-Worth individuals.

UNHCR began diversifying our acquisition activity across a wider range of channels. This has been implemented through professional face-to-face (F2F) interactions with members of the public since May 2008 as part of a global UNHCR strategy of awareness raising and increasing private sector funding.

The performance over the past 15 years demonstrate how Face-to-Face (F2F) fundraising has been the most effective public engagement channel to raise the awareness and sustain a pipeline of financial support for refugees.

F2F program of UNHCR Thailand has acquired nearly 10,000 donors every year. It consistently adopted the LTV principles of soliciting an optimal monthly gift, and purposively approaching market segments capable of giving for the long term.

UNHCR Thailand seeks to grow its F2F operations in collaboration with service providers to expand its reach and support from Thai donor market.

## **2. Objective of the Expression of Interest**

UNHCR PSP Thailand intends to identify companies with experience in Face-to-Face donor acquisition services for the supply of the following specific services:

- Conduct the F2F fundraising campaigns at events, businesses, and targeted public sites (street) to solicit regular giving (i.e. monthly) donations.
- Staff Administration: Recruitment of Staff, Staff Administration, Logistics Arrangement that Supports the F2F Operation, Control and Submission of Donation Forms or handheld device, Training, Motivation, Performance Assessment and Monitoring Staff Conduct
- Reporting: Prepares and submits weekly and monthly location plans for all F2F teams, Providing weekly, monthly, quarterly and yearly reports of donor acquisition results and claw back reports
- Data entry and daily processing including verification calls and transmission of the personal data of the newly acquired donors

- Frontliners travel arrangements and event / competitions arrangements
- Any other support services related to the provision and efficient delivery of the F2F donors acquisition services

PSP Thailand envisages to launch a tender with the aim to establish a contractual relationship with multiple companies of a period up to 3 or 5 years with each appointed supplier and with performance revision on a regular basis.

**Please note that this REOI is NOT an invitation for submission of a proposal/offer. Please also note that submitting a response to this EOI does not guarantee that your firm will be invited should a solicitation be issued.**

### **3. EOI Submission:**

Please confirm via email to Rachel Bagnall (Assistant PSP Operations Officer) at [bagnall@unhcr.org](mailto:bagnall@unhcr.org) the following:

1. Your company's legal name
  2. One point of contact provided for further communication
  3. Brief description of the company profile
  4. Confirmation to provide F2F and donor acquisition services in Thailand
  5. Confirmation to participate in upcoming formal tender process(es) to establish a long-term agreement for such service provision in Thailand
  6. Please use the subject line in your email: No. EOI/PSP/Thailand/2023/001 for the Provision of Face to Face and Donor Acquisition services.
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