



14 April 2025

HQ25NF190- EOI
Expression of Interest
for the Provision of Expert Telemarketing services
for the WFP's Global Individual Giving Programme

Background

The World Food Programme (WFP) is part of the UN and is the world's largest humanitarian agency fighting hunger. In 2024, WFP provided food to 120 million people in over 80 countries.

WFP is funded entirely by voluntary donations. Despite the huge scale of WFP's work around the world, there is still a funding gap that means that people facing acute food insecurity are not being helped. To address this gap, WFP is looking to significantly increase funding from the private sector with a focus on rapidly growing individual giving. Until 2019, WFP had made an active decision not to invest in individual giving and, therefore, has ultimately not captured significant income from the private sector. WFP's new private sector strategy proposes a new approach to radically increase income from individuals to help close WFP's funding gap, using new digital engagement tools to reach audiences across the globe in a flexible and cost-effective way.

Individual Giving Programme

WFP's Individual Giving fundraising commenced in 2019 and over the last five years has rapidly grown into a US\$35M+ annual programme, raising US\$100m+ over the period. The programme has been built on a digital first model managed by one central team of fundraisers based across Europe. The core approach has been to recruit donors globally (except for USA, Italy & Japan) through Meta, TikTok and Paid Search, and increasing audience reach by culturally attuning the programme through content, language, currency and payment methods. Presently the IG team delivers a parallel programme in English, French, German, Spanish, Arabic, Chinese & Korean.

To date we have over 980,000 supporters who have donated to Individual Giving. Our current active supporter base stands at circa 250,000 and includes those who have given a single gift recently as well as those that give every month. Our Regular Giving base stands at 55,000 active donors, although our aim is to double this amount by the end of 2025.

Over the next five years the programme aims to take a further leap in growth, pushing the income up to US\$100M by the end of 2030. To do this, new channels will be launched – DRTV & F2F – and markets where we can grow donor volume and value will be our focus, especially



volumes of regular donors. By the end of 2030 we'd like to see 50% of our income coming from a sustainable base of regular giving.

Telemarketing is a channel we've tested in both UK & Canada, with very positive returns. It's a channel we'd like to develop further in countries where most of our donor base resides. Having worked hard to improve contact ability and opt in, with 65% of our new donors giving us permission to call or SMS them, telemarketing will be used to convert our single givers and leads, upgrade and reactivate our regular donors and act as a stewardship channel to welcome, boost loyalty and converse with our MVD & HVD base.

WFP is seeking to establish long term agreements (LTA) with qualified market-based telemarketing agencies to support WFP's IG team in the recruitment and retention of donors, in countries where large volumes of our supporter base reside. These markets include:

1. UK
2. France
3. Germany
4. Canada
5. Australia & New Zealand

Response

To participate in the pre-selection exercise, companies are required to have and/ or provide the following:

- Have been legally established for a minimum of 3 years.
- Have a previous, proven track record in outbound telemarketing. Include examples of outbound telemarketing experience both in private sector and non-profit sector (max 1 page);
- Company description and summary of experience in the required business (max 2 pages);
- Capacity to provide the services as conceptualized under the subparagraph '*Individual Giving Programme*', above, including the following:
 - Country and language coverage, please see table below and state your country(ies) of coverage/language:

Regional or local Outbound Telemarketing Services	Country Coverage (Essential)	Country coverage (additional - desirable)	Language capacities (Essential)	Language capacities (additional - desirable)
	UK	Ireland	English	Arabic, Chinese
	Canada	N/A	English and French	Arabic, Spanish



	France	Belgium, Switzerland, Luxemburg, Austria	French	English, Arabic, German
	Germany	Belgium, Switzerland, Luxemburg, Austria	German	English, Arabic
	Australia	New Zealand	English	Arabic, French, Chinese (Mandarin)

- Total number of existing clients, please provide a list
- Delivery team experience: please confirm what is the range of your team's level of experience in this field. ..
- Added value and innovation: describe any additional features/added value services you are able to offer this project.

No financial information should be provided at this stage of the process

Upon receipt of a positive response, WFP may proceed with the next steps to engage a vendor. If your company is interested in participating in this initiative, please provide the information requested, by responding to this email: hq.tenders@wfp.org **AND** please ensure that the email subject line states the following: [HQ25NF190- EOI: Expert Telemarketing services](#).

Only companies that submit complete responses will be considered for the next phase of the process.

The deadline for response to this Expression of Interest is:

Thursday, 24 April 2025, 16:00 hrs CET (Rome Time Zone)

Should you have any questions please do not hesitate to contact us at hq.tenders@wfp.org, always ensuring the email subject line states the following: [HQ25NF190XXX- EOI: Expert Telemarketing services](#).

Sincerely,

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Mr. Channon Hachandi

Head Global Markets, Supply Chain and Delivery, Procurement

UN World Food Programme