

**Friends of UNFPA
Pilot SEM/SEO Project**

**Request for Proposal
July 12, 2021**



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Dear Colleague,

Friends of UNFPA (FOU) invites you to submit a proposal for digital marketing services, with a focus on piloting and testing a dedicated search engine optimization program that supports our wider digital marketing program.

Through our leadership and partnership with UNFPA, the United Nations sexual and reproductive health agency, Friends of UNFPA is a powerful voice and influencer within the United States for global reproductive health care and rights.

With an unswerving focus on maximizing financial resources for UNFPA, we mobilize Americans to help support the reproductive health and rights of each individual. We advocate passionately for the work of UNFPA and showcase UNFPA's remarkable achievements.

We give voice to, celebrate, empower and respect the women, girls and communities that we work to support.

Friends of UNFPA seeks a new agency to work in partnership with FOU and UNFPA and deliver search engine optimization within the US market, with the goal of increasing our supporter base, growing individual giving income and supporting the FOU team in developing our overall digital marketing strategy and deepening our insights into our audiences and donors.

Please find enclosed more information in the following pages, along with details regarding budget and selection criteria. Please submit your proposal by 5:00 p.m. EST on July 28, 2021.

Thank you for your consideration, and we look forward to reviewing your submission.

Sincerely,

Amanda Seller
CEO

For the health and dignity of women and girls everywhere



About Friends of UNFPA

Friends of UNFPA was established in 1998 to raise awareness, funds, and political support for UNFPA within the United States. For nearly two decades, Friends of UNFPA has sought to expand UNFPA’s constituency of supporters through education, advocacy, and fundraising.

In 2002, our work became even more urgent with the defunding of UNFPA by the George W. Bush Administration. In April 2017, UNFPA was officially defunded again by the Trump-Pence Administration. The U.S. contribution to UNFPA accounted for more than \$30 million annually, which would have helped provide essential and lifesaving care for the world’s most vulnerable women and girls.

Public opinion research shows that Americans are overwhelmingly in favor of UNFPA’s mission. They may not recognize the name “UNFPA,” but the United Nations is widely respected for its reproductive health and humanitarian efforts. We believe there are thousands, perhaps hundreds of thousands, of individuals who are not just willing, but eager to support the work of UNFPA with donations both great and small.

Friends of UNFPA has a new strategic growth plan that focuses on the need to grow the fundraising capacity of Friends, maximize our fundraising efforts in response to defunding and provide extended support to the work of UNFPA.

For the health and dignity of women and girls everywhere

SCOPE OF WORK

We are seeking to establish a contract for a 6 month pilot program – that will provide evidence of likely impact and results – running from August 1, 2021 – to January 31, 2022 for the following services:

- a. Establishing technology and data metrics platforms as needed
- b. Establishing and testing range of SEO keywords and phrases within defined budget envelopes, to optimize impact and results
- c. Work in collaboration with the FOU team and our digital marketing agency to plan ahead on key creative and campaign activities
- d. Support response to emergency and other unplanned moments or media events which are relevant to FOU and of interest in the USA
- e. Providing regular metrics and performance reports and audience insights

When required, support & inputs in the development of FOU’s digital strategy for our US individual giving program.

We envisage joint working together through a regular FOU working meeting (likely every 2-4 weeks), including sharing of learnings & insights.

BUDGET AND TIMELINE

We are seeking to appoint an agency for work from August 1, 2021 to circa January 31, 2022. In January 2022 we will review the program results and learnings and consider a contract for a more extended period.

Our total available budget for this period is between **\$100,000 to \$120,000**, which includes available media budget and all other costs.

Please include an estimated budget and payment schedule for the above services, providing clarity on your charging structure.

SELECTION CRITERIA

During the review process, we will focus on the following areas, which are considered pivotal to the success our digital marketing program and your company’s partnership with Friends of UNFPA.

- Understanding of our goals as demonstrated in proposal
- Experience
- Client Portfolio
- Creativity
- Cost

PROPOSAL REQUIREMENTS

The completed proposal should be submitted online to Tea Psorn, Senior Ops Officer, at jobs@friendsofunfpa.org, with the Subject Header “SEM/SEO Project.” Please be sure to include the following materials:

- Company and team overview
- Detailed proposal
- Proposed timeline and budget

FOU’s Timeline for proposal process:

- Decision notified: Friday, July 30, 2021