

Friends of UNFPA Digital Fundraising Agency

Request for Proposal
February 16, 2022



About Friends of UNFPA (FOU)

Based in New York City, Friends of UNFPA is a 501(c)(3) non-profit organization promoting the health, dignity, and rights of women and girls around the world by supporting the lifesaving work of UNFPA, the United Nations reproductive health and rights agency.

Together, we support the world's most vulnerable women and girls to realize their fullest potential. Working in more than 155 countries, UNFPA provides access to family planning and maternal health supplies and services, emergency obstetric care to ensure safe pregnancies and childbirths, and advocates to end harmful traditional practices such as female genital mutilation and child marriage.

Through our leadership, engagement, fundraising and partnership with UNFPA, we are a powerful voice and influencer for global reproductive health care in the United States, delivering private sector resources to UNFPA for their critical work. For over two decades, Friends of UNFPA has sought to expand UNFPA's constituency of supporters through education, advocacy, and fundraising.

We are now poised for ambitious growth and are embarking on a ten-year strategy to become the voice for global reproductive healthcare in America and strengthen solidarity with UNFPA, bringing together millions of Americans as a formidable force in achieving our vision where every pregnancy is wanted, every birth is safe, and every young person's potential is fulfilled.

For more information about UNFPA's work please visit: www.unfpa.org

For more information about Friends of UNFPA please visit: www.friendsofunfpa.org

Background

FOU has embarked on a new strategic framework until 2030 with a vision to raise a total of \$100 million. A key objective is to significantly grow income from individual donors in the US to support UNFPA activities worldwide.

We launched our digital program in 2020 with a focus on social ads and in Q4 of 2021, we launched a pilot test for SEM.

Digital is expected to play an even greater role as revenue from FOU increases. Our vision is to scale up the media spend on Digital Advertising and run a robust, multi-faceted digital program. In order to support ongoing growth, FOU is calling for proposals from qualified digital agencies to provide digital fundraising services with a specific focus on paid search, social media advertising, retargeting, and other digital channels in order to support new donor acquisition. Conversion is to be supported by optimized landing pages and donation forms.

Our digital forms will be on the Fundraise Up platform as of March 2022, our emails are through MailChimp, our website is on WordPress and our CRM is Raiser's Edge. We are completing a systems review with the goal to select and optimize our systems and complete any migrations by February 2023.

Purpose and Objectives

FOU is looking for the establishment of an agreement with a Digital Fundraising Agency to:

- Run digital advertisements which procure regular and one-time gift donors at a positive ROI (return on investment);
- Maximize cost efficiencies (cost per click and cost-per-impression) and deliver converted response at the lowest possible cost per donation
- Develop or modify creative in line with the brand that successfully leads to conversions
- Develop test matrices (e.g., creative, ask, landing page) to optimize the performance of the program
- Identify, recommend, and test new digital advertising channels to diversify revenue streams and capture new advertising opportunities
- Identify and grow potential new audiences
- Establish a comprehensive media spend plan that helps us grow overall fundraising revenue

The service provider's goal is to develop, implement, execute, test, and optimize the most effective media-buying strategy, to achieve the greatest possible impact for a given fundraising budget.

Overall FOU expects the agency to deliver on or exceed annual budget goals while maximizing ROI.

The Agreement will be signed with the successful agency for a period of one (1) year initially, with the possibility of further yearly extension(s) based on performance for a total of five (5) years maximum.

We are looking to partner and work with one agency to deliver our overall digital program. If you specialize only in one area (e.g., SEM), please consider partnering with another agency to submit one joint proposal to cover all requirements.

Projected Budget and KPIs

The projected budget available for digital services for one full fiscal year is approximately \$750,000 (includes media and all costs). As the program grows and we are able to show positive results, we will increase the budget accordingly. There is also capacity to grow the program if performance exceeds projections during the fiscal year. Please note that we are eligible for Google grants (\$120,000 per year) which the agency will manage and this is in addition to the overall budget.

The focus of the program is on donor acquisition and donor development, not brand development or any other metric. The budget allocated may vary and is subject to FOU's confirmation and budget will be confirmed with the agency for each contract period. The above projection is NOT a financial commitment.

As the focus is on acquisition, performance is primarily measured through cost to acquire and ROI for new donors (inclusive of all program costs). Minimum performance levels are indicated as following:

- For new donors the average gift and propensity to give again is critical to ensuring long term ROI. ROI should be between 0.7 to 1.0 at 12 months, 3.0 at 60 months, (inclusive of all program costs). ROI calculations/multiplier to be provided by FOU.
- Minimum 15% of donors should be directly acquired as monthly donors.

Requirements/Scope of Work

Digital Fundraising strategy, Media Planning, Media Buying, Management and Reporting

- Provide overall account management including a dedicated account manager and team for overall program
- Develop a digital marketing strategy which achieves the above-mentioned objectives
- Provide recommendations to FOU to test new digital marketing strategies for donor acquisition
- Develop an annual always on media plan (with monthly iterations) which leverages a diverse set of digital advertising channels to reach new audiences
- Provide ongoing strategic advice, optimizations and media planning based on results; constantly optimize for income maximization while still meeting ROI benchmarks and adjust media plan accordingly
- Regularly inform FOU about new vendors, platforms, and trends to consider implementing, and provide the pros and cons of launching
- Provide local management of and proactive guidance about changes that may impact FOU's ad accounts on Google, Facebook, and other platforms as needed.
- Manage payment of media invoices in a timely manner to ensure continuity of service – please note that we will be able to pay some of the media partners directly
- Provide real-time or weekly campaign management reports including all key media and fundraising metrics using Google Tag Manager (GTM) and Google Analytics (GA) as well as paid media tracking for reporting and testing
- Organize and participate in weekly check-in meetings to present and review performance
- Participate in quarterly meetings with FOU to report on overall performance and plan upcoming campaigns

Search Engine Marketing

- Conduct keyword research, monitor search trends to suggest changes to existing campaigns
- Write ad copy, extension copy and provide testing plan for copy iterations
- Provide proposed account structure, implement, and manage the paid search engine marketing channel
- Implement, monitor, and optimize this channel daily and ensure an overall positive ROI, goals for impression share are met and suggest and implement ongoing optimizations
- Protect brand of FOU for example adding relevant negative keywords

Social, Display, Video, other channels

- Provide strategy and methodology for selecting and bidding/negotiating with vendors to purchase space for display and social media advertising and other appropriate forms of online advertising
- Provide proposed account structure, implement, and manage the Display, Social, and others as applicable; implement, monitor and optimize these channels daily and ensure an overall positive ROI
- Provide, setup and manage tools for automated ad creative optimization
- Develop and propose creative testing plan and roll out this testing plan, including optimizing elements based on performance
- Develop stop-loss rules to manage new tests and guide time-in market as well as broader roll outs of new creatives/campaigns

Emergency Fundraising

In case of emergency, all focus needs to go to the emergency within 24 hours to be able to raise as many funds as possible for the crisis. Please tell us how you propose to be ready for an emergency, where very fast production and implementation is required in pressing timings: which mechanism do you propose and which tools do you recommend setting up to be ready? What kind of responsiveness are you able to offer?

Creative

- Develop ads, using text, images, animation, HTML5 and video for social, video, display, and retargeting ads within FOU branding. FOU will provide the required media materials to develop new ads. Additionally, we will also adapt existing creative from HQ UNFPA.
- Develop and test donation form edits to improve returns from paid advertising within FOU's website or donation form platform or third-party platforms.
- We may require the agency to develop copy, design, and HTML for some marketing emails for communications to new FOU donors to secure gifts.

Proposal Submission

Please structure your proposal in the following way:

- 1) Agency Qualification
 - Overview of agency
 - Digital Advertising experience
 - Current/past clients for whom you are providing or have provided similar services to our listed requirements
 - References: please provide three (3) references of current/past clients, contact name, phone number and email
- 2) Proposed Services
 - Provide response to the requirements and scope of work
 - Explain strategy to deliver on or exceed on annual budget while maximizing income potential and adhering to ROI requirements
 - Explain the approach your agency takes in terms of campaigns, reporting, media buying, testing, optimization or any other strategy aimed to acquire quality, long-term committed high life-time value donors through digital advertising
 - Please provide the following samples: 1) one sample media plan, 2) sample of campaign management report and/or analysis report of results, 3) four-six samples of successful creative pieces and ads
- 3) Staff Qualification/Account Management
 - Experience of core people that will be working on the FOU account (including experience with similar projects)
 - Your approach to client management
- 4) Financial/Cost breakdown
 - Please provide the break-down of budget based on the requirements, providing clarity on your charging structure and payment schedule for the services.

Evaluation Criteria

The proposals will be evaluated by a FOU technical committee comprising a minimum of three people to ensure fairness. Points will be allocated in the following way:

- 1) Agency Qualification - 20 points
- 2) Proposed Services - 40 points
- 3) Staff Qualification/Account Management - 10 points
- 4) Financial/Cost - 30 points

Instruction for Submission and Timeline of RFP Process

- 1) Launch of RFP by February 16th, 2022
- 2) Please submit any questions to administrative@friendsofunfpa.org by February 24th 5pm EST
- 3) Response back to all questions from FOU by February 28th 5 pm EST
- 4) Please submit your proposal to administrative@friendsofunfpa.org by March 14th 5 pm EST
- 5) Review of Proposals by FOU technical committee March 15-22
- 6) Agency presentation and Q&A- 30 minutes on March 23rd and March 24th
- 7) Finalization of scores and selection of agency by March 30th

We look forward to receiving your proposal. Thank you and good luck!