

**Donor Market Research
ActionAid UK**

Request for Proposal & Quotation

ActionAid UK
33-39 Bowling Green Lane,
London EC1R OBJ

Tel: 0203 1220561
www.actionaid.org.uk

Table of Contents

1	Copyright Information	2
2	Glossary	2
3	Organisation Information	2
4	Current Situation Overview.....	3
5	Project Purpose & Scope	3
6	Requirements Detail	5
7	Vendor Instructions	6
7.1	Schedule for Evaluation Process	7
7.2	Proposal Submission & Contact Information	7
7.3	Proposal Format	8
7.4	Notifications	8
8	Basis of Award.....	8

1 Copyright Information

This document is the proprietary and exclusive property of ActionAid UK (referred as ActionAid UK) except as otherwise indicated.

No part of this document, in whole or in part, may be reproduced, stored, transmitted, or used for design purposes without the prior written permission of ActionAid UK.

The information contained in this document is subject to change without notice.

The information in this document is for information purposes only.

2 Glossary

AA	ActionAid
AAUK	ActionAid UK
Outsourcing partner	Your organisation responding to the request for proposals to tender
RFP	Request for proposal (this document)
Individual giving	We define this as donors who give up to £5,000 on an annual basis, it includes our regular giving products such as Child Sponsorship, weekly lottery and trading products too.
Child Sponsorship	You can find information about Child Sponsorship at AAUK here: https://www.actionaid.org.uk/sponsor-a-child/child-sponsorship

3 Organisation Information

ActionAid is an international charity that works with women and girls living in poverty. Our dedicated local staff are changing the world with

women and girls. We are ending violence and fighting poverty so that all women, everywhere, can create the future they want.

More information on the organisation will be made available upon request or can be accessed through our website www.actionaid.org.uk including our vision, our mission, our approach, and our impact.

4 Current Situation Overview

ActionAid UK (AAUK) is heavily reliant on regular committed giving from generous members of the public. It has been many years since ActionAid UK last went to market with a significant new individual giving offering capable of delivering recurring revenue to AAUK. In that time our vision, mission and strategy have changed dramatically. So, our focus on working with women and girls, and our strong commitment to anti-racism and decolonisation are not yet clearly reflected within our individual giving product portfolio.

Our existing regular giving products, specifically child sponsorship, are also no longer growing at the level we need. While the cost and resources needed to deliver them has substantially increased in recent years.

Therefore, we intend to design a new regular giving product which aligns with our organisation values and can bring in substantial long-term recurring income with minimal and stable expenditure. We need to identify potential new audiences for such a product before we begin any design work so that it can be created with our audience in mind.

5 Project Purpose & Scope

Project Objectives

- To gain an intimate understanding of a new potential audience(s) we can design an effective regular giving product for, that also aligns with our feminist and anti-racist values.

Project deliverables

- 1) Quantitative overview of the UK regular giving market for international charities, segmented into new potential audiences for AAUK including their alignment with our feminist, anti-racist and decolonial values
- 2) In-depth information on the new potential audience(s) covering:

- Their motivations for giving and what they gain/want to gain from giving
 - Themes that appeal/don't appeal and why
 - Types of giving that appeal/don't appeal and why
 - Their day-to-day habits and challenges including their digital platform use, their interests, hopes and dreams, what they look forward to and what keeps them up at night
 - Where/how we could reach them
 - What grabs their attention and inspires them to take action and commit to regular giving
 - What prevents them from giving and what might they have to sacrifice if they were to commit to giving regularly
 - Their attitudes to anti-racism, feminism and sustainability
 - The storytelling approaches and imagery that appeal/don't appeal and why
 - Their beliefs around how charities should be run and market themselves/ fundraise
 - Preferences for how charities should communicate with them (channels/frequency/type of communications)
 - Value and frequency of their potential giving
 - Other charities they support
 - Demographic information (age, gender, household income, household structure, ethnic background, religion, location)
- 3) Representative(s) from the outsourcing partner available for expert interviews during the design phase of our product development to enable our team to understand and question our new target audience (via video calling or in-person)
- 4) Recruitment of at least 10 people from our new target audience with whom we can test our prototype product through interviews (45 mins-1 hour)

Out of scope

- **Competitor research** – this will be carried out separately but we are able to provide you with examples of competitor products and anti-racist communications should this be useful in audience interviews
- **Internal audience research** – we are looking to identify a new audience through this research and therefore do not require research into our existing audiences. However, we will provide you with information on our existing supporter base including pen portraits of our existing regular giving audiences so that you can exclude them from your research.

- **Non-UK based audiences** – we would like to be able to use our newly designed product with other audiences including those in the global majority. However, this research must be based on the UK market first and foremost so that we can ensure it will work for the UK market.
- **Product development** – we will be designing the new product in-house using the research provided

6 Requirements Detail

Agency

We are seeking an agency with significant experience in market research - particularly with expertise in the regular giving market in the UK - that has been used to inform product development.

Experience working with non-profit clients, in the area of international development and/or women's rights organisations would be highly desirable.

We're also looking for an agency that has strong anti-racist and feminist values themselves with a good understanding of how these values can be applied to fundraising. Preferably the agency will also have experience exploring attitudes to anti-racism and decolonisation with audiences as part of their market research.

Project timeline

We would like the research with the first two deliverables shared with us in mid-July via a presentation to our project group so that we can begin the design phase at the beginning of September. However we can be reasonably flexible with these timings as required, please set out your proposed timeline as part of your proposal.

As well as the presentation and report of your findings we'd like you to send us as much of the raw data you've used as possible so that we can use for future projects and/or to refer back to.

Expert interviews would be needed in September and the participants for testing in October (exact dates tbc).

Methodology

We expect the quantitative research to be based on a significant sample of the UK donor market, this will need to be set out as part of the proposal. We are also particularly interested to look at global majority diaspora populations in the UK and whether any could be part of a new audience for us.

The qualitative side of the research needs to be in depth but we're happy for you to approach this how you choose. If focus groups or one-to-one interviews are part of this, we would like the opportunity to observe or view recordings. We expect any interview questions to be agreed with us before the quantitative and qualitative research is carried out to ensure it aligns with our values and requirements.

We are also running a survey with our existing supporters in April and will have the results available to share with you in June. This will include some information on supporters who do not currently give regularly to us which could be combined with your research, if relevant, in order to draw further conclusions about our new target audience for the regular giving product we're developing.

7 Vendor Instructions

Please submit a detailed proposal which addresses each of the following areas:

- Understanding of the context and situation
- Proposed methodology and rationale
- Costs and options (including VAT)
- Timelines
- Relevant project and personnel experience
- Anti-racist & Diversity, Equality and Inclusion policies
- Your commitment to sustainability
- Experience in research of societal attitudes
- Experience in research with diverse groups
- Data protection policies
- Your reflection on our anti-racist and decolonisation approach, your understanding of this, how they align with your values and how you might apply them to this project

Bids under £25,000 (inclusive of VAT) will be accepted. We welcome the submission of a number of different cost options to allow us to assess value for money, and expect the four project deliverables to be costed out separately.

Information on how we are working towards becoming an anti-racist and decolonised organisation will be shared with you alongside this request for proposal. Our feminist values can be found here:

<https://www.actionaid.org.uk/about-us/people-and-culture/how-we-practise-feminism-at-work>

As outlined above, further information is available upon request (subject to NDA compliance).

7.1 Schedule for Evaluation Process

The expected timeline for the evaluation and decision-making process is as follows

Process step	Date
RFP & Tender documents available to vendors	3/4/2023
Opportunity for vendor meetings with ActionAid UK staff	3/4/2023 – 21/4/2023
Deadline for RFP responses	21/4/2023
Vendor interviews	2/5/2023-12/5/2023
Selection of vendor/contract negotiation	16/5/2023
Contract negotiations	May 2023

Please note that the answers to any questions raised by a vendor during the RFP stage may be shared with all vendors.

7.2 Proposal Submission & Contact Information

Please submit electronic copy of your proposal, including all supporting documentation to:

Name	Joanna Armah-Kinson
Company	ActionAid
Address	33-39 Bowling Green Lane, London, EC1R OBJ

Phone	02013 122 0561
E-mail	CommercialUK@actionaid.org

Contact Person(s) for any questions about the RFP by email only.

Joanna Armah-Kinson	CommercialUK@ActionAid.org
----------------------------	----------------------------

7.3 Proposal Format

A vendor's internal template for responses to RFP will be accepted. The New Supplier Questionnaire provided herewith has to be answered and attached along with the proposal.

Please note that if you have already responded to the pre-qualification questionnaire you are not required to answer any duplicate questions.

7.4 Notifications

Vendors will be notified regarding requests for additional information, formal presentations and the outcome of the selection process through email.

8 Basis of Award

All proposals become the property of ActionAid UK and will be evaluated by the RFP Review Team.

Evaluation and selection of vendors to provide products and services as defined in this RFP to ActionAid UK will be based on the following criteria, which are given in no specific order.

- Price
- Cultural fit (specifically around anti-racist & feminist values)
- Company history and stability
- Depth of overall experience
- Quality assurance offered
- References provided
- Proposed research and methodology
- Expertise of proposed team
- Information as provided by vendors or as available through other sources
- Other various business compliance issues as referred or contained herein.
- Timely and complete response to RFP

- Timeline of proposal

Weighting to scoring will be determined along these areas:

Quality of proposal %40	Anti-racist and feminist values, understanding of decolonisation and experience in working with diverse groups and societal attitude research %20	Price %20	Customer service / account management %20
----------------------------	--	--------------	--

The RFP Review Team reserves the right to accept or reject any or all RFPs received.

The RFP review team is comprised of Joanna Armah-Kinson, Contracts and Procurement Manager ActionAid UK; Tom Treasure, Head of Supporter Retention; Caroline Panter, Senior Insight Manager; Helen Read, Supporter Retention Manager. **ActionAid reserves the right to add or remove members of the panel at any time.**

The RFP Review Team reserves the right to negotiate with respondents to this RFP, within the requirements of the RFP, to best serve the interests of ActionAid UK. However, vendors **must not assume** an opportunity to negotiate and are cautioned to submit their proposals on a best and final basis since an award or decision is likely to be made without further negotiation based on pricing and terms of the original submittals. Accordingly, all requirements must be included with your initial offer.

All proposals submitted will be considered to be proprietary by ActionAid UK and will not be released to any outside party, in part or in total unless required by law. Neither the transmission of this RFP to a prospective bidder nor the acceptance of a reply shall imply any obligation or commitment on the part of ActionAid UK.

If vendor needs to take exception to anything under the RFP, these exceptions must be clearly identified on the RFP response.

All prices and conditions must be shown.