

Creative Marketing Agency ActionAid UK

Request for Proposal

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1 Copyright Information

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2 Document History

[Complete the items below as to authorship and necessary Glossary]

| Version | Date | History | Name |
|---------|----------|---------|--------------|
| 1 | 04/11/24 | | I.Launchbury |
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| | | | |
| | | | |

3 Glossary

| | |
|-----------|---|
| AA | ActionAid |
| AAUK | ActionAid UK |
| Retention | Communications to current AAUK supporters with the goal of continuing their support |

| | |
|-------------------|--|
| Individual Giving | At AAUK this includes the Supporter Retention team as well as the Acquisition team. 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. |
|-------------------|--|

4 Organization Information

ActionAid works for a world where the most vulnerable and forgotten can become valued and powerful.

Our top priority is to end the inequality that keeps women and girls locked in poverty, and to restore the rights denied them from birth.

We want to see women and girls out of danger, out of poverty and on track to create the future they want.

We work across Africa, Asia and Latin America, every day, all year round.

We listen to, learn from and work in partnership with 15 million of the world's poorest and excluded people.

More information on the organisation will be made available upon request or can be accessed through our website www.actionaid.org and www.actionaid.org.uk

Information on our Feminist Principles can be found here [How we practise feminism at work | ActionAid UK](#)

5 Current Situation Overview

ActionAid UK is part of the ActionAid Federation, and as such plays a key role in global fundraising. ActionAid UK is dependent on systems and technology to deliver the key strategic objectives and the out-sourcing partner will play a key role in supporting our ambitions laid out in our strategy.

The Supporter Retention team sits within the Public Fundraising department and are responsible for creating and implementing strategies to retain and engage our supporters, ensuring their continued support for ActionAid UK. We've experienced a reduction in our active supporter base and need to improve our donor engagement and retention rates.

In 2025 we're seeking to create a step-change in our approach to secure long-term income from our dedicated supporters. We're looking for an expert strategic partner to help propel our fundraising initiatives to new heights, engage and inspire supporter base, and future-proof our income.

The successful agency must be confident and fearless in delivering integrated, feminist, anti-racist and anti-discriminatory communications that authentically represent our rightsholders.

6 Project Purpose & Scope

This request for proposal (RFP) is established on behalf of ActionAid UK to secure a creative marketing agency.

Programme Objectives

- To secure a creative partner to develop engaging and effective supporter communications
- To ensure any new partners understand and are committed to AAUKs anti-racist, feminist and decolonisation principles

Project Scope

- Supporter Retention cash appeals, key stewardship pieces and other ad hoc work, including support of cross sell initiatives

7 Requirements Detail

We're seeking an agency with significant experience in fundraising creative strategy, particularly with expertise in the individual giving market in the UK – and that has helped clients increase income and engagement from supporters.

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.

- Experience and expertise in the development and execution of retention appeals and stewardship communications
- Strategy and planning services to enhance existing and new communications
- Demonstratable skills in communication and collaboration with clients
- Sufficient resources to service an account with AAUK
- Dedication to developing assets in line with AAUKs mission and feminist principles

8 Vendor Instructions

Provide a detailed proposal as specified below.

- Understanding of the current fundraising market
- Proposed approach to the development of impactful appeals for AAUK
- Experience working with international aid organisations
- Approach to anti-racism and feminist principles
- Approach to onboarding and understanding new clients
- Relevant project and personnel experience
- Standard timelines and schedules for campaign development
- Anti-racist & Diversity, Equality and Inclusion policies
- Your commitment to sustainability
- Examples of previous work
- Costs and fee structure
- Approach to working with limited budgets
- References to support the above

8.1 Schedule for Evaluation Process

The expected timeline for the evaluation and decision-making process is below. Any changes to this schedule will be made available to interested parties.

| Process step | Date |
|---|---------------------|
| RFP & Tender documents distributed to vendors | 02.12.24 |
| Opportunity for vendor meetings with ActionAid UK staff | 10.12.24 – 13.12.24 |
| Deadline for RFP responses | 16.12.24 |
| Vendor interviews | 06.01.25 |
| Selection of vendor/contract negotiation | 17.01.25 |

| | |
|-----------------|----------|
| Contract begins | 02.02.25 |
|-----------------|----------|

8.2 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 |
| E-mail | commercialuk@actionaid.org |

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

| | |
|---|--|
| Joanna Armah-Kinson | commercialuk@actionaid.org |
| Imi Launchbury Head of Supporter Retention | imi.launchbury@actionaid.org |

8.3 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.

8.4 Notifications

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

9 Basis of Award

All proposals become the property of ActionAid UK and will be evaluated by the IT 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

- Company history and stability
- Depth of overall experience
- Quality assurance offered
- References provided
- Proposed solution and support terms
- Expertise of proposed team
- Timely and complete response to RFP

Weighting to scoring will be determined along these areas:

| | | | |
|---------|-------|--------------|-----------------------|
| Quality | Price | Cultural Fit | Experience with INGOs |
|---------|-------|--------------|-----------------------|

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); Imi Launchbury (Head of Supporter Retention); Susan Wilders (Deputy Director of Public Fundraising), Kim Harrison (Head of Brand and Creative Content)

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.

