



REQUEST FOR PROPOSAL (RFP)

RFP #:	RFP-FY21-214-USA-183
Services Requested:	Online Global Health Fundraising and Digital Marketing Campaign
Contract Type:	Fixed Price
Issuance Date:	July 22, 2021
Notice of Intent to Participate:	July 28, 2021, 12:00 PM EST
Last Receipt Date for Questions:	July 28, 2021, 12:00 PM EST
Deadline for Responses (Date of Receipt):	August 10, 2021, 12:00 PM EST
Anticipated Award Date:	September 15, 2021



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1. Introduction

Overview of Corus International

Corus International is an ensemble of organizations working together in the world's most fragile settings to deliver the holistic, lasting solutions needed to overcome the interconnected challenges of poverty, health care access and climate change. Founded in 2020, Corus International became the parent organization of IMA World Health and Lutheran World Relief, bringing together two legacy brands that have served humanity and the common good around the world for decades.

Earlier this year, Corus World Health was established as the global health fundraising brand and the most recent addition to the Corus International family. Activities set forth in this RFP will be conducted under the Corus World Health fundraising brand.

About Lutheran World Relief (LWR): Founded in 1945, LWR is a U.S.-based 501(c)3 organization with a mission to end poverty, injustice, and human suffering. LWR focuses its work on humanitarian assistance and long-term development, laying a foundation for resilience, sustainable adaptation to climate change, and the strengthening of value chains. Headquartered in Baltimore, Maryland, LWR has an annual operating budget of \$50 million, with funding from Lutheran individual and congregational donors, U.S. Agency for International Development (USAID), the United States Department of Agriculture (USDA), the Bill & Melinda Gates Foundation, the Margaret A. Cargill Philanthropies, and others. LWR's programmatic approaches promote collaboration between public and private institutions to achieve shared impact. In the past 10 years, LWR has successfully executed more than \$60 million in restricted funding from the U.S. government, foundations, and the private sector.

About Interchurch Medical Assistance (IMA): Founded in 1960, IMA is a global, faith-based nonprofit that helps developing communities overcome their public health challenges. Today, IMA works alongside governments, non-governmental organizations, faith-based and secular agencies to bring the best in science and public health programming to some of the world's most challenging environments. With offices in six countries and more than \$100 million in annual revenue, IMA is a vibrant, growing agency working to achieve health, healing and well-being for all. IMA offers sustainable and efficient solutions to health-related problems that are far too common in the developing world. IMA believes all people are children of God and thus deserve to lead healthy and productive lives. The founding members of IMA World Health, Protestant Churches and church-based organizations chose to be intentionally ecumenical to provide health services and to build healthy communities around the world. We can do more together than alone; that spirit of joint action remains foundational to IMA today.

2. Purpose and Scope

Purpose of this RFP: Corus International is issuing this Request for Proposal ("RFP") to solicit qualified bidders to develop and launch an online global health fundraising and digital marketing campaign under the recently established fundraising brand, Corus World Health.

This RFP constitutes an invitation to prospective Bidders ("Bidder") to submit proposals ("Proposal") for the services described herein and ***is not considered an offer of contract.*** All bidders must submit a response that complies with the minimum requirements contained herein.



Scope of Services

Objective:

The overall objective of this RFP is to identify and select a Bidder who can develop and launch an online global health fundraising and direct digital marketing campaign. The Bidder will be working with Corus World Health staff to establish and maintain a responsive online fundraising apparatus to meet urgent and emerging global health needs in the world's most fragile settings.

Requirements:

The Bidder will be required to do the following:

- Develop and launch a digital-only global health fundraising campaign.
- Develop strategic recommendations for online donor acquisition, engagement, communication, cultivation, and solicitation.
- Conduct online testing of fundraising propositions, campaign messaging and others as needed.
- Develop and manage campaign ads on social media platforms and others as needed.
- Develop strategic and tactical offer briefs as well as content and asset calendars.
- Identify, test, and develop target online donor audiences and new donor segments.
- Develop and manage direct digital marketing efforts.
- Identify and develop a scale up digital strategy.
- Provide recommendations to drive the ongoing buildout of Corus World Health website.
- Provide regular reporting, analytics and campaign/offer performance data and updates.
- Collaborate with various Corus staff and other internal constituents as needed.
- Meet the estimated revenue projections and other KPIs set forth in response to this RFP.

Current Status:

- Donor list of less than 500 individual donors.
- Minimal online presence, small website with limited content.
- A lapsed email database (roughly 60K) gathered through a CARE2 petition for IMA.
- Four (4) fundraising propositions identified.
- **Systems:** Blackbaud for CRM and Classy for Online Giving.

Key Questions:

- Briefly describe your proposed digital acquisition strategy for a new global health fundraising brand such as Corus World Health. In your description, please consider a flex ad/acquisition budget of \$530K over 12 months. *Ad budget subject to increase based on ROI.* Please include a brief use-of-ad/acquisition-funds description.
- What opportunities do you see in a digital-only approach to our global health fundraising campaign?
- What is your approach to testing, donor segmentation and direct digital communication?
- Please share a relevant case study or client story.

KPIs and Data to include: (over 12 months)

- Estimated revenue projections
- Estimated number of new donors
- Estimated lifetime value and cost-to-acquire new online donors

Deliverables:

Meeting the KPIs set forth in response to this RFP.



Period of Performance

It is anticipated that the resulting service agreement (“Contract”) will have a length of one year effective from the date of execution.

3. Proposal Guidelines

- a) **NOTIFICATION OF INTENT:** Intent to participate must be submitted by email to procurement@corusinternational.org before or by the deadline set forth on page 1.
- b) An open period for submitting questions will begin on the issuance date of the RFP. All questions MUST be submitted to the RFP contact email address, Procurement@corusinternational.org, no later **July 28, 2021 at 12pm EST**. Questions will be compiled, and responses sent to all Bidders by **5pm EST on July 30, 2021**.
- c) All Proposals must be in the English language, signed and dated by an authorized employee of the Bidder. In addition to required documents requested, proposals can include additional items such as templates, brochures, media, etc.
- d) In order to be considered, proposals must be received no later than **12pm EST on August 10, 2021**. *Proposals must be submitted by email to procurement@corusinternational.org.*
- e) Bidders are solely responsible to ensure the timely receipt of their proposals. Proposals received after the date and time required will, generally, not be considered unless no other proposals are received.
- f) Proposals may not be altered or corrected after the Date of Receipt, except when Corus at its sole discretion, may permit correction of arithmetic errors, or other clerical or minor mistakes, in cases in which Corus deems that both the mistake and the intended proposal can be established conclusively on the face of the proposal.

4. Submission Instructions

Bidders should provide, at a minimum, the following components as part of their proposal for consideration:

- a) Proposal cover page, using *Appendix 1* as a guide
- b) Company background including size, years in business and number/types of clients with whom you work
- c) Proposed approach to meet Corus International’s business requirements
- d) The following documentation:
 - a. Evidence of Bidder’s legal company registration, incorporation or license to do business issued by a competent authority in the country of registration.
 - b. Audited financial statements for the previous fiscal year.
- e) Three (3) active references whose environment, size, and scope are most similar to Corus International. Include a summary of the work completed for each account. Include reference contact names, with telephone numbers and email addresses where they may be reached.



5. Evaluation Criteria

In evaluating the proposals, Corus will seek the **best value for money**. Specifically, proposals will be evaluated on the basis of the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

Evaluation Criteria	Weighting
1. Proposed digital acquisition strategy.	20%
2. Testing Fundraising Proposition and identification of target audiences	10%
3. Identifying Strategy to scale up.	10%
4. Managing ongoing direct marketing.	10%
5. Estimated projections and KPIs set forth in response to this RFP. Estimated lifetime value and cost of acquire of donors, estimated number of new donors, and estimated revenue.	5%
6. Budget utilization (use-of-ad/acquisition-funds). How allocated ad/acquisition budget will be used to yield desired results.	20%
7. Key questions being answered appropriately?	10%
8. Technology and Reporting. Use of technology and analytics to provide more efficient account management and performance intel.	10%
9. Documentation. Submission of all required documentation identified in <i>Section 4 – Instructions.</i>	5%
Total	100%

6. Timeline

Activity	Complete by:
RFP document issued	July 22, 2021
Notice of intent to participate	July 28, 2021
Deadline for submission of clarification questions to Corus	July 28, 2021
Responses to questions distributed to Bidders	July 30, 2021
Proposal responses due to Corus	August 10, 2021
Proposal evaluation and follow-up questions, if any	August 24, 2021
Presentations by finalists, if necessary	August 31, 2021
Anticipated Award Date	September 15, 2021
Anticipated Contract Effective Date	October 01, 2021, or ASAP



Appendix 1 – Proposal Cover Page

[Use this form or create one in this format]

Name of Organization:	Primary Address:
Contact Name: <i>(must be an individual with the authority to negotiate and enter into a contract)</i> Title:	Telephone: Email (at least two): Website:
Type of Entity: (check one) <input type="checkbox"/> Non Profit <input type="checkbox"/> For Profit <input type="checkbox"/> Other (specify)	Year registered in: DUNS #: SAM Registration Status:

Authorized Signatory: _____

Name and Title: _____

Date: _____



Appendix 2 – Corus International General Conditions

1. Proposals must be valid for at least **ninety (90)** days from the Date of Receipt.
2. Prospective Bidders are under no obligation to prepare or submit proposals in response to this RFP and do so solely at their own risk and expense. Corus will not reimburse any costs incurred related to this RFP.
3. If at any time prior to award Corus deems there to be a need for a significant modification to the terms and conditions of this RFP, Corus will issue such a modification as a written RFP amendment to all competing Bidders. No oral statement of any person shall in any manner be deemed to modify or otherwise affect any RFP term or condition, and no Bidder shall rely on any such statement.
4. Corus may request additional information to clarify or substantiate information provided in the proposal or may request revisions to the proposed approach or personnel. After selection, Corus will negotiate the award cost with the selected bidder. A contract will be awarded after the selected Bidder undergoes a pre-award survey to assess the selected Bidder's management capacity and financial capability and after references have been checked.
5. Corus is not bound to accept the lowest bid or any proposal and reserves the right to accept any proposal in whole or in part and to reject any or all proposals.
6. Corus shall not be legally bound by any award notice issued for this RFP until a contract is duly signed and executed with the winning Bidder.
7. Financial Proposal shall be stated in US Dollars.
8. Prior to submission of any protest, all parties shall use their best efforts to resolve concerns raised by an interested party at the contracting officer level through open and frank discussions.
9. The following procedures are established to resolve protests effectively:
 - a. Protests shall be concise and logically presented to facilitate review by Corus. Failure to substantially comply with any of the requirements may be grounds for dismissal of the protest.
 - b. Protests shall include the following information:
 - i. Name, address, and fax and telephone numbers of the protester.
 - ii. Solicitation number.
 - iii. Detailed statement of the legal and factual grounds for the protest, to include a description of resulting prejudice to the protester.
 - iv. Copies of relevant documents.
 - v. Request for a ruling by Corus.
 - vi. Statement as to the form of relief requested.
 - vii. All information establishing that the protester is an interested party for the purpose of filing a protest.
 - viii. All information establishing the timeliness of the protest.



- c. All protests will be addressed to the contracting officer or other official designated to receive protests.
- d. Protests based on alleged apparent improprieties in a solicitation shall be filed before bid opening or the closing date for receipt of proposals. In all other cases, protests shall be filed no later than 5 days after the basis of protest is known or should have been known, whichever is earlier.