

Request for Proposal: Media Agency
Date: August 17, 2020



Subject: Request for Proposal

TechnoServe, Inc. (TNS) – Arlington, VA invites your firm to participate in this competitive solicitation to provide media planning, execution and optimization for its digital engagement program.

ABOUT TECHNOSEERVE

Founded in 1968, TechnoServe is a leading nonprofit that helps people lift themselves out of poverty. Operating in 26 countries, we believe that everyone deserves the opportunity to build a better life. TechnoServe provides business solutions to poverty: a combination of deep knowledge of the people we work with, world-class market analysis, rigorous measurement and on the ground engagement with people. Our work enables small scale farmers and entrepreneurs to build a better future for themselves, their families and their communities. More information can be found at www.technoserve.org.

BACKGROUND ON TECHNOSEERVE’S DIGITAL ENGAGEMENT PROGRAM

The Digital Engagement team at TechnoServe is on a journey to build and optimize our digital presence and user experience. Our main objective is to grow unrestricted giving, while also acquiring new email names and building brand awareness through our digital channels. During the past 2 ½ years we have redesigned our website, adopted HubSpot as our marketing platform, started paid advertising, and begun testing and optimization efforts in addition to transitioning to a new Martech Stack (see details below). We are looking for a media partner that can help us optimize our advertising approach within the context of our overall digital strategy (covered in a separate RFP), applying the benchmark data and insights we are capturing in 2020 to

- create and execute an effective, cost efficient media plan that generates significant increases in revenue
- grow awareness and engagement of our brand and distinctive approach to fighting poverty among key audiences.

TechnoServe Martech Stack

- CMS: WordPress
- Hosting Provider: Pantheon
- CRM Marketing Automation/ESP: Hubspot

- Optimization and Analysis: Google Analytics, Data Studio, Google Optimize, Crazy Egg, Moz
- User Research: UserTesting
- DAM: Third Light
- Editorial Calendar / Project Planning: CoSchedule
- Video: YouTube
- Donor Database: Blackbaud Raiser's Edge

Target Audience

Our provisional persona for online giving is *The Global Citizen*. We plan to conduct additional research to solidify this profile and our basic hypothesis includes the following characteristics:

- High education (Masters degree +)
- High household income (\$200k +)
- East/west coast location
- Professional/managerial occupations
- International travel in past year
- World View: aware of and understands the wider world and his/her place in it
- Cross Cultural: Has an expanded view of community
- Understanding Lifestyle: Nurtures a lifestyle that supports sustainable global development
- Interests: Supports world art, music, food and culture
- Personality: Open, agreeable, empathetic, and caring

Values:

- Diversity, social justice and environmental sustainability
- Demonstrate less prejudice toward many groups; tend to be more liberal on both domestic and international issues
- Care more about human rights, worldwide inequality, global poverty and human suffering
- Attend more actively to global concerns, value the lives of all human beings more equally

Behaviors:

- Demonstrate intergroup empathy and caring; feel a responsibility to act
- Give more in time and money to international humanitarian causes

2020 Performance

In 2020, we are on track to raise approximately \$340,000 through digital, about 80% through one time donations, a growth rate of more than 40% YoY. Actual dollars raised through July are about 200% ahead of this time last year. In addition we are ahead of forecast to increase our email list by 15%, over 2019. Our media budget for 2020 is \$125,000. We have not set our 2021 media budget yet.

If you are intrigued by the opportunity to partner with a data driven organization in aggressive growth-mode to raise more money to fight poverty around the world, then we invite your firm to participate in this competitive solicitation for pricing, delivery, and terms of service to provide media services as detailed below.

SCOPE OF WORK

Oversee media planning and execution across a mix including Google Grants, paid search, social, display and other recommended categories. Services to include:

- Strategic planning to include testing plans
- Implementation and optimization
- Data analysis and reporting on media results, including attribution
- Creative recommendations for ad units based on best practices and media performance

WHAT TO INCLUDE IN YOUR PROPOSAL

Please provide a maximum of three case studies that best demonstrate your approach, capabilities, and results in the following areas (please include at least one nonprofit client and provide examples of dashboards and / or reports as part of at least one case study):

1. What was your client's most difficult revenue challenge? How did you develop the solution that solved the challenge, and what were the results?
2. How have you helped a client with a little known brand and smaller media budget break through the clutter?
3. What is your approach to measuring return on marketing investment? How do you ensure continued efficiency improvements across all marketing executions? What is your approach to attribution?

We would also like you to tell us about the following:

- In what areas does your firm have the most expertise?
- What is your firm's approach to audience targeting? Which advertising technology solutions do you use and how do you use them?
- What sets your firm apart from the others, and why?
- What is your experience and approach to managing Google Grants and Paid Search? How do you optimize paid search spend against SEO?
- Percentage of nonprofit and for-profit clients.
- Program management process - what is your approach to managing project timelines and budgets? What tools and communication methods do you use internally and with clients to keep everyone aligned, organized and successful?
- What do you expect from clients in order to ensure a successful partnership?
- What is your firm's approach to ensuring a diverse and equitable team?
- Team member bios that will be assigned to this project and their role within the project:
 - Years of experience
 - Previous work

- Time with firm
- Three client references we may contact.

PERIOD OF PERFORMANCE

The period of performance of any contract resulting from this solicitation is anticipated to run from January 2021 to December 2022.

SELECTION CRITERIA

The evaluation of each response to this RFP will be based on requirements set out in the solicitation and any addenda thereto. **TechnoServe will invite a select number of vendors to make formal oral presentations to the evaluation committee. Presentations may be via video conferencing as determined by social distancing requirements.**

TechnoServe will review bids for all or some of the elements of the Scope of Work above and reserves the right to match two or more vendor’s scope of services to meet our entire need if an integrated solution is not proposed by the vendor. **If the vendor intends to use other subcontracting agencies to fulfill some aspects of the scope of work, this must be known by TechnoServe and included in your proposal.**

Proposals should detail the vendor’s proposed process for working with TechnoServe, which includes but is not limited to, formulating program and creative strategies, budget, designing and creating ad units, content and other creative assets, yearly schedules, reporting results, and coordination with other aspects of TechnoServe’s fundraising operations.

The evaluation of each response to this RFP will be based on the requirements set out in the solicitation. Points will be assigned to the proposal based on the following criteria:

Capability to plan and execute media that increases revenue and builds brand awareness and engagement to the right audiences 25
Successful revenue generating campaign experience across digital channels 25
Analytics, Testing and Optimization expertise 25
Team assigned 15
Cost 10
Total: 100 Points

TechnoServe reserves the right to award the contract to the bidder whose proposal is deemed to be in the best interest of TechnoServe.

SCHEDULE OF EVENTS

The following schedule of events should be considered definitive. TechnoServe reserves the right, however, to adjust any of these dates as necessary to meet its needs. In the event any of the dates are adjusted, TechnoServe will send information about the date changes to all vendors to whom this RFP originally was distributed, plus any other vendors that have made their interests known to TechnoServe.

1. Questions regarding this request may be addressed to Lisa Kagel at lkagel@tns.org and must be received no later than **August 24, 2020**. Firms that wish to receive the compiled list of questions and answers must indicate their interest in competing for the contract by **August 20, 2020**.
2. Responses to questions will be distributed to all interested parties no later than **August 28, 2020**.
3. Proposals responding to the RFP should be sent electronically addressed to the attention of Lisa Kagel, Senior Director Digital Engagement, at lkagel@tns.org, and must be received no later than 11:00 pm EST on **September 14, 2019**.
4. Shortlisted firms will be notified by **September 24, 2020**.
5. Firm presentations **October 13 - 15, 2020**.
6. Award will be made in writing around **October 26, 2020**.

Term and Conditions

1. The Request for Quote is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated on the RFP. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent.
5. All awards will be subject to TechnoServe contractual terms and conditions.
6. TechnoServe reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TechnoServe reserves the right to accept all or part of the proposal when the award is provided.
8. All information provided by TechnoServe in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TechnoServe is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by the bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TechnoServe, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.

FORM / CONTENT OF RESPONSE

All proposals shall:

1. Be in the English language.
2. Contain detailed cost in US Dollar, with applicable tax/charges clearly identified.
3. Provide requested payment terms and conditions.
4. Describe the qualifications, experience and capabilities of the firm/individual in providing the type of services being requested by this RFP.
5. Include a contact name, email address, and telephone number to facilitate communication between TechnoServe and the submitting organization/individual.
6. Include a brief outline of the organization/individual and services offered, including:
 - a) Full legal name, jurisdiction of incorporation and address of the company.
 - b) Full legal name and country of citizenry of company's President and / or Chief Executive Officer, and all other officers and senior managers of the company.
 - c) Year business was established.
7. Your proposal must affirm **ALL** the following statements. In doing so, please fill in the required information. You must explicitly reveal and explain any exceptions to or deviations from these statements.
 - a) The _____ Agency is properly registered and/or bonded in all states requiring charitable solicitation registration and has no current state regulatory enforcement actions pending against it related to charitable registration or fundraising that would interfere with TechnoServe's ability to fundraise in any and all jurisdictions.
 - b) None of the _____ Agency or its officers, directors, or owners, nor any current client of _____ Agency has any state, federal, internal revenue, postal, federal trade commission or criminal enforcement actions pending against it, nor have any of these organizations or individuals had such an action pending or current in the past 36 months to the best of the knowledge of any officer, director, or owner of the _____ Agency.
 - c) The _____ Agency or our principals and owners have the following affiliates which are partially or wholly owned by our agency or our principals and owners or with which we deal other than completely "at arm's length" (List _____).
 - d) Of the preceding list of affiliates, the following are proposed as subcontractors under the _____ Agency proposal to (List _____).
 - e) The _____ Agency agrees that before entering into any contract with TechnoServe it will be required to agree not to enter into any agreements or understandings of any type of description with any vendors or subcontractors to TechnoServe which would provide commissions, finder's fees, discounts, or any form of compensation or benefit to the _____ Agency or to any third party (including officers, directors, or staff of TechnoServe) other than directly to TechnoServe except as specifically approved in writing by TechnoServe.