



## **Request for Proposal 2021-01 – Development of Replenishment Campaign**

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## Introduction

The Global Community Engagement and Resilience Fund (GCERF) is a global fund for the prevention of violent extremism (PVE). Based in Geneva, GCERF supports grassroots initiatives tackling the drivers of radicalisation in Bangladesh, Kenya, Kosovo, Mali, Nigeria, Tunisia and the Philippines. At the end of 2020, GCERF launched programmes in new partner countries – Albania, North Macedonia, Sri Lanka and Somalia.

Currently, GCERF is drafting its new three-year strategy with the ambition that GCERF grants will generate better futures for at least one million people at direct risk of radicalisation to violent extremism, significantly reducing the pool of new recruits to terrorism worldwide. GCERF grants will reach at least a further 10 million people indirectly, amplifying the voices of the silent majority against the vocal minority of violent extremists. GCERF is planning to scale its impact by sustaining community resilience through innovative partnerships including with the private sector, building a global network ('International PVE Champions') of civil society actors against violent extremism, and promoting best practice on community-centred prevention. To achieve these ambitious goals GCERF will need at least USD 100m, and therefore it has decided to launch its first replenishment process to secure this investment.

## Description of Services

### Objectives of this RFP

GCERF is seeking a specialised company to provide strategic support to the Secretariat and to create a replenishment campaign for GCERF. The campaign will be launched early 2021 and will seek to raise awareness about GCERF's role and achievements to date, and will result in a high-level replenishment conference organised in September 2021 on the margins of the 76<sup>th</sup> United Nations General Assembly sessions. The conference will have four core objectives: significantly increase financing for GCERF; galvanising global leadership in support of the prevention of violent extremism; diversifying the GCERF donor base; and catalysing private sector investments in GCERF.

### Work to be performed and deliverables

Lead a fundraising campaign that includes the following:

- a. Development of a campaign-specific branding strategy including messaging, graphic design and web development;
- b. Creation of a Case for Investment two-pager (including narrative, graphics, icons and infographics that can be used across GCERF's online platforms);
- c. Web development to create a dedicated page for the replenishment campaign on [www.gcerf.org](http://www.gcerf.org). The webpage should enable GCERF to communicate

- progress made towards the replenishment goal and be designed to drive fundraising;
- d. Production of a short video to promote the campaign; and
  - e. Development of a timeline for online media engagement, external events, and dissemination of key messages. Please suggest a realistic timeline and key milestones for the launch of the campaign early 2021 and taking into consideration that the replenishment conference will take place end of September 2021.

## Characteristics of the provider

The selected firm should be a digital marketing agency specialising in resource mobilisation, video production and creating digital campaigns for public advocacy. Experience in organising similar high-level replenishment campaigns for international organisations is required.

The provider must comply with all applicable laws and regulations. It should adhere to a strict confidentiality policy in relation to client information, and have strong data security measures in place.

Its staffing levels, qualifications and expertise should be appropriate to be able to provide timely and high quality services, and meeting tight deadlines. The provider should demonstrate a high degree of commitment to good customer service. The composition of the team servicing GCERF's account would be an important factor in the decision making process of GCERF.

The fees charged should be reasonable, competitive and related to services rendered. The contract will be awarded to the most technically acceptable, creative and reasonably priced proposal. Creativity will be evaluated based on originality and visually captivating graphics of previous work.

## Submission of proposals

Proposals should follow the template provided below. Failure to follow the proposal structure or to comply with the instructions in this Request for Proposal will be at the bidder's risk and may affect the evaluation of the proposal.

Proposals may be sent by email in the form of "pdf files" to [bids@gcerf.org](mailto:bids@gcerf.org) with a clear subject "Bid reference: 2021-01".

**Updated deadline: 29 January 2021, 15:00 (CET)**

## Period of validity of the proposal

The proposal must be valid for a period of 120 days following submission.

## Cost of preparation and submission of the proposal

The bidder shall bear all costs associated with the preparation and submission of the proposal, including but not limited to the possible cost of discussing the proposal with GCERF, making a presentation, negotiating a contract and any related travel. GCERF will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

## Selection of bidders

Bidders are requested to provide the most appropriate and most cost-effective solution to meet the requirements.

The selection will be made based on a number of criteria that will be applied systematically to all bids received.

- Capability and experience of the company in developing successful replenishment campaigns;
- Demonstrated experience in collaborating with international teams;
- Experienced in developing creative visuals for printed materials, website, and social media.
- Experience with the international non-profit or public sector;
- Understanding of GCERF's resource mobilisation and communications needs and its operational environment;
- Experience and organisation of the proposed team;
- Suitability of technical approach and proposed methodology;
- Ability to deliver within specified proposed time frames, and
- Appropriate fee for value.

## Proposal template

Bidders must submit their proposal following the template below:

The proposal is made up of four different sections

1. Disclosure form
2. Profile of the bidder
3. Technical proposal
4. Financial proposal

**Please keep the overall proposal within 10 pages.** You may annex additional information as needed. The template is below:

## 1. Disclosure form

**To be completed by a duly authorized representative of the Bidder:** On behalf of (name of public institution/private or public business entity/myself) (referred to in this document as "the Bidder"), I (name and title of the Bidder's representative) confirm that I am a duly authorized representative of the Bidder and hereby submit this proposal in response to GCERF's Request for Proposal 2021-01. confirm that all statements and representations made in the proposal are true and correct.

**Date submitted:**

**Submitted by: (Name of Bidder)**

**Name and Title of Authorised Representative:**

**Date:**

**Signature**

## 2. Profile of the Bidder

Please provide a brief background of the Bidder.

Please explain the legal status of the bidder; including its registration with the relevant competent authorities.

Please explain your organisational strengths and values and your customer service approach.

## 3. Technical Proposal

A. Business need: Please indicate your understanding of GCERF's business needs for which you are submitting this proposal.

B. Objectives and deliverables :

Please list the deliverables as specified in this Request for Proposal and indicate whether and how the Bidder commits to deliver these.

**Optional:** Present deliverables not listed in this Request for Proposal but which in your expert assessment, are necessary to achieve the objectives of this request.

C. Approach:

Please provide information on the following:

1. Methodology/approaches you would use to provide the requested services (both regular and ad hoc support);
2. Work plan: Please explain how you would approach the planning of the regular support, what tasks/phases, deliverables, schedule of activities may be included in the plan;
3. Measures to ensure quality control over the delivery of services to GCERF.

D. Service Management Plan:

Please explain how you would coordinate the service offering, including proposed meetings and any proposed mechanism for coordinating with GCERF.

E. Team Composition:

1. Please explain how the core team you would use to provide the services would be organised,
2. Please provide information on individual team members that could be involved in providing services should your firm be retained,
3. Please explain how you would ensure continuity of the team membership.

F. Risk Mitigation Plan:

Please list any identified risks which may affect the successful delivery of services and any proposed mitigating measures.

G. Assumptions (optional):

Please list the assumptions on which your proposed approach and successful completion of deliverables are based that you think would be important for GCERF to understand.

H. References:

Please provide information on prior and recent experience with similar requirements and references that GCERF may contact. Please indicate if the name of the client may be disclosed and if GCERF may contact the client for reference. If so, kindly provide their name and contact information.

#### 4. Financial Proposal

Proposals should include a strong estimate for all the deliverables listed above as well as any additional costs as e.g. the following:

- Cost of video production and its translation/subtitles
- Additional costs such as functionality license or subscription fees, recurring royalties or licenses for the purchase of images, soundtrack or video

It is important that the financial proposal identifies the number of days proposed for different levels of team members and their daily rate. Please indicate travel days if relevant. All other ancillary costs should also be identified in the proposal. Please note that GCERF is exempt from VAT in Switzerland.

Please include basis for invoicing and terms and conditions for payment. GCERF requires detailed billing.

Date