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A.

### C. PREPARATION OF BIDS:





EVALUATION CRITERIA	Description	Weight (%)
Financial proposal (price and payment-terms)		
Capacity & Budget Phasing		
Proposal meets specification or requirement.		

## G. ETHICAL OPERATING STANDARDS

1. Compliance to the IRC Way







**EXHIBIT I**  
**Scope of Work: SOW**

This **Scope of Work**  
**gGmbH**

**International Rescue Committee IRC Deutschland**

conditions of that certain master services agreement between the Parties dated as of November 13<sup>th</sup>, 2023, the terms of the SOW and the Services Agreement shall prevail. If the terms of the SOW and the Services Agreement contradict, the terms of this SOW shall prevail.

**Term**

This SOW shall commence on **November 13th 2023**, and terminate on **November 12th 2024**, (the

**Statement of Work Overview**

This Statement of Work (SOW) outlines the parameters of the project and services covered as they are mutually understood by the stakeholders in IRC and

The following services will be executed by the provider:

1. Face-to-Face Fundraising for the acquisition of new and unique regular giving donors
2. Welcome call services

**1. Objective**

The provider will supply Face-to-Face Fundraising services on behalf of the International Rescue Committee in Germany. The agreed target will be to recruit 5,000 regular giving **net** donors within the period of 13<sup>st</sup> November 2023 to 12<sup>th</sup>



**The provider shall perform the following services:**

**3.1 Training and Management of Face-to Face Fundraising team representing IRC's brand identity**

- a) Ensure the fundraisers are appropriately qualified, experienced and trained on the product to undertake their tasks and will use professional skill and care and will act in accordance with the Regulations and Good Industry Practice in the provision of the Services which will be supplied in a professional and competent manner;
- b) Ensure that the fundraisers do not do anything which in the reasonable opinion of IRC brings IRC into disrepute and ensure that none of its activities or those of any subsidiary, group, holding company, agent or Sub-contractor are or will be inimical to the activities of IRC;
- c) Only accept contributions made by Direct Debit, and not collect payments made in any other manner;
- d) Ensure that ID Badges are visible and worn at all times when fundraising
- e) Ensure that the fundraisers thank Supporters in person for their pledge and give Donors the Thank You/Welcome Pack/Sticker or other leave behinds provided by IRC.
- f) Inform IRC of any changes in Management within 3 working days to changes being made.

**3.2 License application and territory management**

- a) Apply for and maintain in force all necessary licenses, permissions, authorisations, consents and permits and complete all necessary licensing returns relevant to the Services; to make proper, clear written requests for permission which set out the specifics of the activity (including the fact that it involves solicitation of Direct Debits) and make clear that the Provider applying for permission is a separate entity to IRC, to retain documents evidencing the permission granted and provide relevant documentation to IRC upon request to enable IRC to conduct effective monitoring. Provider will ask IRC to support in specific cases where additional signatures are needed for permit procedure.
- b) Ensure that details of the Fundraisers are circulated weekly to IRC detailing the Territory with contact details available on request. A weekly list of the territories and cities will be provided to IRC.

**3.3 Budget Management and Phasing**

- a) Agrees to provide IRC with an expected monthly budget phasing report at the start of the campaign.
- b) Agrees to update IRC on a monthly basis on any changes to projected budget phasing for the remainder of the campaign, highlighting potential for campaign growth and additional budget opportunities and also any risks to current campaign targets.
- c) Agrees to provide IRC with a client portal that is accessible 24/7 with a real time overview of the campaign progress.
- d) Agrees not to exceed the Maximum Campaign Budget for an Agreed Campaign without the prior written consent of IRC.



- e) Agrees to attend weekly status meetings by video conference (teams) or phone and monthly or at least quarterly review meetings in person with IRC during an Agreed Campaign to help both Parties assess performance and progress and agree actions.

### **3.4 Stock Supply and Management**

- a) Ensure that accurate records are kept of all stock supplied to the provider by IRC, including monitoring wastage. For the pilot an initial 2500 stickers and welcome leaflets will be provided to the provider with a further 2500 delivered mid campaign.
- b) Ensur .
- c) Provide the fundraisers with a supply of IRC branded T-Shirts, Jackets and Str2r( an)-7(d St B(k))-8(4)ndts,er





(Name)- Account Manager (In Germany).

#### **4.2 Customer/IRC Team Roles**

Customer shall provide the following resources, as applicable:

Silja von Bornstaedt- Director of Fundraising IRC DE.

Viola Hahn Supporter care and Administration Officer

Scott Clarkson Director of Acquisition

Matthew Bergin- Head of Face to Face

Ali Gülceğün Fundraising assitant

### **5. Project Scope**

**5.1** Provider shall perform the categorized services listed in this section.

- 1) Recruitment and selection of ambassadors
- 2) Training and Management of Face-

nd identity.

Basic training

- Project training
- Update training
- Quality training
- Ambassador training
- Additional sales masterclasses
- PR training.

- 3) License application and location management
- 4) Script design for the ambassadors and the call center
- 5) Tablet Technology Platform, development of registration form for Tablet App
- 6) Advertisement (using tablets; including the purchase, maintenance, security updates and traffic of the tablet)
- 7) Follow up procedure, containing:
  - a) Welcome calls within 72 hours of sign up for the recruited donors with a rate of at least 70% contacted donors, through specialised internal call center. (No cancellations will be charged)
  - b) Confirmation E-





## **7. Commercial Model and Financial Summary**

### **7.1. Schedule of Charges**

This section describes monthly recurring charges (MRC) and non-recurring charges (NRC) for the services provided in this SOW, including:

The provider will send a weekly export on Thursday and a weekly invoice every Friday for the number of regular givers recruited the previous week based on the monthly donation and corresponding fee in the payment model below (Fees Table). The price is all inclusive and is not based on NRC.

checks will not be included on the weekly invoices as no fee is due.





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