|  |  |
| --- | --- |
| **RFP/25/013/NETHERLANDS/PSP REQUEST FOR PROPOSAL**  **FOR THE PROVISION OF FACE-TO-FACE DONOR ACQUISITION SERVICES IN THE NETHERLANDS** | |
| **COMPANY NAME:** |  |
| **DATE:** |  |
| **ACCOUNT MANAGER (name & email):** |  |
| **COMPANY QUALIFICATIONS**  **Demonstrated commitment or efforts to integrate and implement sustainable practices in the company's current Operations. Please demonstrate ability to integrate and implement sustainability measures in the execution of the contract including but not limited to:**   * **The bidder shall provide a description of the company’s commitment to reduce the environmental impact of their operations (half A4 page or 1-2 slides)** * **The bidder demonstrates gender-balanced project team (i.e. practices, policies, or initiatives)** * **The bidder demonstrates commitment with disability inclusion in their operations (i.e. disability inclusion policy, practices, or quota).** * **The bidder ensures that contractor (s) in the joint venture and/or subcontractors implement sustainability and ethical practices in line with UN Supplier Code of Conduct)** * **Other sustainable practices**   **Number of clients in the Dutch non-profit landscape. Please provide hereunder the list of current and previous clients from the non-profit sector.**  **PROPOSED SERVICES**  **Capacity and experience to acquire quality donors to achieve long-term commitment. Please describe hereunder the key elements (age distribution, clawback procedure, door to door fundraising, verification process, opt-in percentages for phone and email, no extensive offer for recruitment of donors per year) of a sound strategy to recruit high quality donors, committed to make a long-term monthly contribution and complies with all requirements listed. Please describe the successful campaigns carried out in 2023 and 2024.**  **Please provide projection for the upcoming three years in terms of expected gross donor number, average monthly donation, and corresponding attrition rates (pre-debit, 3-6-12 months basis); based on realistic capacity / availability, even if it is higher or lower than UNHCR requirements. The proposed figures must be supported by:**   * **evidence from past performances** * **strategy to achieve them** * **market average (to check how your company is performing against market average)**   **KPIs can be presented on an aggregated level:**   * **Average monthly donation** * **Age distribution** * **Opt-in percentages** * **3- and 12-month attrition** * **Storno** * **Data quality** * **30+ age percentage**   **Any innovative idea, strategy to acquire quality, long-term committed high life-time value donors and reduce the attrition rate. Please** **submit ideas of new approaches to recruit high quality donors, committed to make a long-term contribution, leading to reduction of attrition rate.**  **ACCCOUNT MANAGEMENT**  **Number of locations: please list hereunder the number of locations and the year of establishment of those locations.**  **Number of canvassers (frontliners): please list hereunder the number of active canvassers (frontliners) your company can allocate to UNHCR campaigns.** | |