

DATE: 20<sup>th</sup> of June 2025

REQUEST FOR PROPOSAL: RFP-25-013-NETHERLANDS-PSP

FOR THE ESTABLISHMENT  
OF A FRAME AGREEMENT FOR THE PROVISION OF

FOR THE PROVISION OF FACE-TO-FACE DONOR ACQUISITION SERVICES FOR UNHCR  
PRIVATE SECTOR PARTNERSHIPS IN THE NETHERLANDS

**CLOSING DATE AND TIME: 17<sup>th</sup> of July 2025 – 23:59 pm (CET)**

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## INTRODUCTION TO UNHCR

The United Nations High Commissioner for Refugees (UNHCR) is the UN Refugee Agency mandated to lead and coordinate international action to protect refugees and to safeguard the rights and well-being of forcibly displaced and stateless populations. With the number of refugees exceeding 122 million and projected to reach over 139 million in 2025, the organization has been actively diversifying its resource mobilization efforts to meet growing humanitarian needs. In 2012, UNHCR started to explore Islamic Philanthropy (IP), partnering with leading Islamic scholars and institutions. As a result, UNHCR has been authorized to receive and distribute Zakat funds in accordance with 18 fatwas issued by prominent Islamic scholars and institutions.

<http://www.unhcr.org>.

## 1. REQUIREMENTS

To expand its F2F program whilst ensuring outstanding quality of service, UNHCR is seeking to enter into a Frame Agreement (FA) for the initial period of twelve (12) months with specialized service providers, with possibility of extension for two times twelve (12) months period, subject to satisfactory performance.

The tentative start of the new contracts is November 2025.

In UNHCR's acquisition strategy, both quantity and quality are of high importance. Meaning UNHCR is not only aiming for volume, but for committed donors with high lifetime value (LTV) too.

<p><b>IMPORTANT:</b> Terms of Reference (ToR) are detailed in Annex A of this RFP. Please use the ToR to structure your technical proposal and make sure to include all requested information in your proposal, with special attention for the technical evaluation criteria stipulated in the ToR.</p>
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It is strongly recommended that this Request for Proposal and its annexes be read thoroughly. Failure to observe the procedures laid out therein may result in disqualification from the evaluation process. Sub-Contracting: Please take careful note of article 5 of the attached General Terms and Conditions (Annex D).

Note: this document is not construed in any way as an offer to contract with your firm.

## 2. BIDDING INFORMATION:

## 2.1. RFP DOCUMENTS

The following annexes form an integral part of this Request for Proposal:

Annex A:	Terms of Reference (TORs)
Annex B:	Technical response form for pre-selection
Annex C:	Vendor Registration Form
Annex D:	UN General Conditions of Contracts for the Provision of Services
Annex E:	UN Supplier Code of Conduct
Annex F:	Supplementary agreement on protection of personal data
Annex G:	Technical response form
Annex H:	Financial offer form

## 2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to Erzsebet Gal, [galer@unhcr.org](mailto:galer@unhcr.org) as to:

1. Your confirmation of receipt of this invitation to bid
2. Whether or not you will be submitting a bid

## 2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to Erzsebet Gal, [galer@unhcr.org](mailto:galer@unhcr.org). The deadline for receipt of questions is **the 30<sup>th</sup> of June 2025 23:59 (CET)**. Bidders are requested to keep all questions concise.

**IMPORTANT:** Please note that Bid Submissions are **not** to be sent to the e-mail address above. For bid submission please follow the instructions in section 2.6 of this document.

UNHCR will compile the questions received and the corresponding Q&A file will be posted and sent to all bidders.

## 2.4 YOUR OFFER

Your offer shall comprise the following two sets of documents:

1. **Technical offer:** general company profile only will not be accepted, please fill in both Annex B and Annex G and attach any other documents, as relevant.
2. **Financial offer:** only Annex H will be accepted as financial proposal. Please make sure all cells are dully filled in as there is no possibility to correct this offer form after the submission deadline.

### 2.4.1 Content of the TECHNICAL OFFER

**IMPORTANT:** No pricing information should be included in the **Technical Offer**. Failure to comply may risk disqualification. The technical offer should contain all information required.

The Terms of Reference (TORs) of the services requested by UNHCR can be found in **Annex A under section 2**. Your technical offer should be concisely presented and structured, but not necessarily be limited to, the information provided under **company qualification, proposed service, and personnel qualification**).

## 2.4.2 Content of the FINANCIAL OFFER

The financial offer must cover all the services to be provided (price “all inclusive”).

**The Financial Offer is to be submitted as per the Financial Offer Form (Annex H).** Bids that have a different price structure may not be accepted. Please quote in EURO, as only accepted currency.

You are requested to hold your offer valid for 120 days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR’s standard payment terms are within 30 days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

## 2.5 BID EVALUATION:

### 2.5.1 Supplier Registration:

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- Financial standing;
- Core business;
- Track record;
- Contract capacity.

### 2.5.2 Technical and Financial evaluation:

The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 70% from the total score (on a 100 points scale, i.e. max 70 points obtainable for the technical offer).

The minimum passing score of the technical evaluation is 45 out of 70; if a bid does not meet these minimums, it will be deemed technically non-compliant and will not proceed to the financial evaluation.

Company Qualifications (max 12.5 points)	Documents, information to be provided to establish compliance with the set criteria
Demonstrated commitment or efforts to integrate and implement sustainable practices in the company's current operations (max 2.5 points)	<p>The organization demonstrate ability to integrate and implement sustainability measures in the execution of the contract including but not limited to:</p> <ul style="list-style-type: none"> <li>• 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)</li> </ul> <p>The bidder demonstrates gender-balanced project team (i.e. practices, policies, or initiatives)</p> <p>The bidder demonstrates commitment with disability inclusion in their operations (i.e. disability inclusion policy, practices, or quota).</p> <ul style="list-style-type: none"> <li>• 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)</li> </ul>

	<ul style="list-style-type: none"> <li>• Other sustainable practices</li> </ul>
Number of clients in the Dutch non-profit landscape (10 points)	Please provide the list of current and previous clients from the non-profit sector. The scores will be allocated for the number of clients listed.
Proposed Services (max 45 points)	Documents, information to be provided to establish compliance with the set criteria
Capacity and experience to acquire quality donors to achieve long-term commitment (max 35 points)	<p>Offer submitted clearly describes 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.</p> <p>Please describe the successful campaigns carried out in 2023 and 2024.</p> <p>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.</p> <p>The proposed figures must be supported by:</p> <ul style="list-style-type: none"> <li>• evidence from past performances</li> <li>• strategy to achieve them</li> <li>• market average (to check how your company is performing against market average)</li> </ul> <p>KPIs can be presented on an aggregated level:</p> <ul style="list-style-type: none"> <li>• Average monthly donation</li> <li>• Age distribution</li> <li>• Opt-in percentages</li> <li>• 3- and 12-month attrition</li> <li>• Storno</li> <li>• Data quality</li> <li>• 30+ age percentage</li> </ul> <p>The scores will be allocated based on the clarity and quality of the proposed services as added value to UNHCR work.</p>
Any innovative idea, strategy to acquire quality, long-term committed high life-time value donors and reduce the attrition rate (max 10 points)	<p>Idea submitted provides clear ideas of new approaches to recruit high quality donors, committed to make a long-term contribution, leading to reduction of attrition rate.</p> <p>The scores will be allocated based on the clarity and quality of the proposed services as added value to UNHCR work.</p>
Account management (max 12.5 points)	Documents, information to be provided to establish compliance with the set criteria
Number of locations (5 points)	Please list on your technical response form the number of locations and the year of establishment of those locations.

	Score will be allocated for the number of locations your company can run campaigns.
Number of canvassers (frontliners) (7.5 points)	Please list the number of active canvassers (frontliners) your company can allocate to UNHCR campaigns.  Score will be allocated for the number of canvassers (frontliners).

The **Financial offer** will use the following percentage distribution: **30%** from the total score.

The max score allocated to the financial components is 30% (of the total scores), i.e., max 30 points. The financial proposal is to be submitted **ONLY** by filling in Annex H. No other format will be accepted.

## 2.6 SUBMISSION OF BID:

Bids should be submitted via email to:

**Private Sector Partnerships Bid Submission Mailbox** [pspbids@unhcr.org](mailto:pspbids@unhcr.org)

**PLEASE DON'T COPY ANY OTHER UNHCR STAFF ON YOUR BID SUBMISSION EMAIL.**

Please submit your bids as per following:

- Indicate clearly on the documents and in the subject line of your email the RFP reference
- Submit technical and financial offer in separate emails
- In case of bulky files or video format (mp4, avi, mov etc.), we would recommend using WeTransfer and add the link to your proposal to download the videos. Kindly make sure there is a longer time allowed to download files.
- Allowed extension for files to upload are .doc, .docx, .xls, .xlsx, .rtf, .png, .jpg, .jpeg, .pdf, .txt, .zip, .ppt, .pptx, .mbp, .rar, .gif, .tif and .tiff. Executable files (.exe, .bat, .cmd, etc.) should not be used. The maximum size limit per file is 10MB.

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### **IMPORTANT:**

Any bid received after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective bidders simultaneously.

It is supplier's responsibility to verify that documents and correspondence have been submitted properly before the deadline.

UNHCR will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that enough information is available, the bidder shall furnish, as part of the bid, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer.

## 2.7 BID ACCEPTANCE:

UNHCR reserves the right to accept the whole or part of your bid.

UNHCR may at its discretion increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective supplier.

Please note that UNHCR is not bound to select any of the firms' submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to UNHCR's general principles, including economy and efficiency and best value for money.

## **2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS**

Any Purchase Order (PO) issued because of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance with the General Conditions for the Purchase of Services and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

## **2.9 UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES**

Please note that the General Conditions of Contracts for Provision of Services will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing.

Yours faithfully,



Erzsebet Gal  
PSP Operations Officer  
Private Sector Partnerships  
United Nations High Commissioner for Refugees (UNHCR)