



building partnerships for global justice

## Request for Proposals

### Communications and Fundraising Plan – CoDevelopment Canada

**Submission Deadline: October 10, 2018**

**Send to: [codev@codev.org](mailto:codev@codev.org)**

**Statement of Purpose** – CoDevelopment Canada (CoDev) is an international non-governmental organization supported by unions, social justice organizations and individuals to promote labour and human rights, and public services across the Americas. CoDev is funded through partnerships with organizations and individuals in Canada. CoDev is seeking proposals for the development of a communications and fundraising plan to enhance current partnerships, increase partnerships and donations, and strengthen communication through the use a range of tools, including social media.

The successful candidate will be expected to create a communications and fundraising plan, which will contain implementable strategies in support of the goals of the plan. The plan's focus is on developing effective ways to create interest, inspire current partners to deepen their financial support, and engage with new partners to support our work financially.

Our key goal is to have a communications and fundraising plan that will enhance partnerships, with a focus on promoting the work of CoDevelopment Canada with our individual members, organizational partners and the members of our partner organizations. The plan will identify ways to engage more meaningfully with each of these specific Canadian audiences.

In addition to engaging with specific audiences, we want to identify ways in which supporters can enhance their commitments. For example, with individual members, we need effective ways to open a conversation about legacy donations. With organizational partners, we want to enhance our current relationships to ensure continuing support. Finally, our organizational partners have thousands of members who are not currently individual partners of CoDevelopment Canada. One goal is to successfully solicit a portion of these members to join CoDevelopment Canada on as individual members.

#### **Proposed Project Timeline**

The contract will be awarded no later than October 17. Critical path timelines as follows:

Week of October 22, 2018 - Conference call/meeting with successful consultant and representatives of CoDevelopment Canada

December 3 – Preliminary Communications and Fundraising Plan submitted to CoDevelopment Canada

December 13 – Feedback sent from CoDev board

January 2, 2019 – Delivery of final plan

#### **CoDevelopment Canada**

260-2747 E Hastings St. Vancouver BC V5K 1Z8 T 604.708.1495 F 604.708.1497 E [codev@codev.org](mailto:codev@codev.org) [www.codev.org](http://www.codev.org)

**Notice to Prospective Firms – CoDevelopment Canada will receive proposals according to the following specifications:**

**All inquiries in relation to this request shall be referenced and addressed in writing to:**

Steve Stewart, Executive Director #260-2747 East Hastings Street

Vancouver, BC V5K 1Z8, [codev@codev.org](mailto:codev@codev.org)

(please include “Communications and Fundraising RFP” in subject line)

**Deadline for Submissions: Wednesday, October 10, 2018, at 5:00 P.M. Pacific Time**

**Conflict Of Interest Declaration**

Each respondent (on its own behalf and on behalf of all members of its team, if any) shall declare in its response any real or perceived conflict of interest which either presently exists or can reasonably be foreseen as arising in the future.

**Confidentiality**

All correspondence, documentation and information of any kind provided to any respondent, including potential intellectual property in connection with or resulting from RFP:

- Must be treated as confidential and will not be disclosed to any other party whatsoever,
- Must not be used in any other manner other than replying to this RFP, and
- Must be returned upon request.

**RFP Proposal Contents**

In order to simplify the evaluation process and obtain maximum comparability, CoDevelopment Canada requires that all responses to the RFP be organized in the manner and format described below.

- a) Executive summary describing an understanding of the work to be performed, the estimated fees, and the firm’s ability to perform the work.
- b) Service approach and timeline description on how the firm will approach the proposed services, and the type of assistance that will be required from staff of CoDevelopment Canada. Finally, describe the communication process used by the firm to discuss issues with management and the Board.
- c) Professional experience, qualifications and examples related to performing the contract. This should include an explanation of the firm’s philosophy, size, structure, and qualifications.

**Attachments:**

- Cost Proposal: Budget and narrative
- Resumes/CV: For key personnel working on this project
- Professional References: At least 3 references from organizations for which the firm has performed similar work, including the current contact information for those organizations.
- Proposers may include a brief sample of related work or other materials that demonstrate the capability to complete the work (not more than 3 additional pages).

### **Specifications/Scope of Work**

The selected candidate will create and implement a communications and fundraising plan designed to engage and enhance current donor member relationships in Canada, increase the number of memberships in Canada, and strengthen communication with our Canadian partners through the use of a range of communication tools. In particular, the plan will include, but is not limited to, a social media strategy for various platforms, website, recommended promotional materials, and campaign delivery methods, with a focus on promoting the work of CoDevelopment Canada with our individual partners, our organizational partners and specifically, the members of those organizations.

### **Contractual Requirements**

The maximum RFP contract amount shall not exceed \$7,500, including applicable taxes.

The proposal must include an estimated fee which shall include all costs as shown on a Schedule of Professional Fees.

### **Insurance**

In performing the work under this agreement, the firm shall act as an independent contractor and is solely responsible for necessary and adequate workplace safety and insurance, as well as personal injury, property damage and automobile liability insurance. The contractor shall procure and maintain workplace safety and insurance at its own expense and as required by law.

### **Independent Contractor**

The firm and its employees, servants, and agents shall be considered for all purposes of this agreement to be an independent contractor. The contractor, its employees, servants, and agents are not and shall not be construed as or become employees, servants or agents of CoDevelopment Canada as a result of the performance of services as set forth under this agreement.

### **Compliance with Laws**

The contractor agrees to abide by all applicable laws, rules and regulations, and administrative rulings of Canada and the Province of British Columbia.

### **Transfer and Assignment**

The contractor shall not assign or transfer its interest in this agreement without written consent of CoDevelopment Canada. Such written consent may be withheld by CoDevelopment Canada at its sole discretion for any reason whatsoever. Any unauthorized assignment or transfer shall render this agreement null, void and of no effect to CoDevelopment Canada.

### **Governing Law**

Unless otherwise agreed in writing, this agreement and the interpretation thereof shall be governed by the laws of the Province of British Columbia.

Prospective firms shall comply with all conditions, requirements, and specifications contained herein, with any deviation constituting sufficient cause for rejection of the proposal.

## **Proposal Evaluation**

All proposals will be evaluated by the CoDevelopment Canada Executive Director, Executive Committee, and any other party the Executive Committee deems necessary. CoDevelopment Canada reserves the right to make an award based directly on the proposals or negotiate further with one or more firms. The firm chosen for the award will be chosen on the basis of qualifications, experience and the proposed fee. The Executive Director will make the final decision as to waive any informalities or formalities contained in the said proposal.

The proposal must be signed by a duly authorized official or representative of the firm submitting the proposal.

Only one proposal will be accepted from any one firm or corporation.

It is requested that all proposals be prepared in a comprehensive manner as related to the content.

All costs incurred in the preparation and presentation of the submitted proposal, in any way whatsoever, shall be wholly absorbed by the prospective firm. Any material submitted by the prospective firm that is to be considered confidential must be clearly marked as such.