



building partnerships for global justice

Request for Proposals CoDevelopment Canada Communications/Fundraising Plan

CoDevelopment Canada (CoDev) is a BC-based, international non-governmental organization that links labour and community groups working for social change. Founded in 1985, CoDev is supported by unions, social justice organizations and individuals to promote human, labour, women's and education rights in Latin America. CoDev builds partnerships between people in Canada and labour and social movements in Latin America, believing that solidarity is at the root of global justice. www.codev.org

CoDev has never made a concerted effort to solicit memberships from outside the union community, but we remain open to exploring that as a possibility. It is however, not a current priority.

CoDev operates with a model that engages many Canadian unions in partnerships with Latin American counterparts. Much of CoDev's core funding comes from administration fees for managing these partnerships. CoDev also encourages individual membership in the organization, but numbers are small and have been stagnant for the past 5 years. We seek to address this with a two-year plan.

Goal: To improve CoDev's profile among constituents of Canadian partner organizations in a way that motivates them to become more engaged individual members of our organization.

Target: Increase CoDev's individual memberships from current level of 320 to at least 1,000, with 50% becoming monthly donors.

Target Audience: Members of CoDev's Canadian Partner organizations.

Deliverable: A two-year plan including a communications/fundraising strategy that focuses on messaging, methodologies, and tools that will help CoDev build its membership and retain current members. The plan will include, but is not limited to addressing social media, website, promotional materials, and 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.

Project Timeline

The contract will be awarded no later than **February 28, 2019**.

Week of March 4 – preliminary meeting with CoDev representatives and successful candidate.

Delivery of final plan: Mid-Spring, exact dates are negotiable.

All inquiries in relation to this RFP will be referenced and addressed in writing to:

Steve Stewart
Executive Director
CoDevelopment Canada
Ste. 260 2747 E. Hastings St. Vancouver BC V5K 1Z8
sstewart@codev.org

Deadline for Submissions: February 21, 2019 at 4:00pm

CoDevelopment Canada

260-2747 E Hastings St. Vancouver BC V5K 1Z8 T 604.708.1495 F 604.708.1497 E codev@codev.org www.codev.org



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).

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.

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. 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.