



## Request for Proposal

*Operations and Marketing Management at Friends of EDTF, INC.*

*Issued by:*

*Friends of EDTF, INC.*

*Submissions to be sent to:*

*Email: [Board@EthiopiaTrustFund.org](mailto:Board@EthiopiaTrustFund.org)*

### **Introduction & Background**

Friends of EDTF, INC. (FEDTF) a non-profit organization organized to mobilize the Ethiopian Diaspora to raise funds and support Ethiopian projects at home. As part of the FEDTF's renewed organizational initiative to be more visible, responsive and transparent and to increase its operational capability, it is looking to contract experts that can complete a plan, execute strategic actions and launch a rebranding scope of work for the organization. To this end it is issuing a Request for Proposal ("RFP"). We invite and encourage qualified persons or firms who can provide high quality support in strategic initiatives, marketing, administration, and other tactical day-to-day project management of the organization to apply.

This marketing management and operations support would help implement FEDTF's enhanced vision and strategy to raise more funds to have meaningful impact. In response to this RFP, qualified applicants must be capable to provide the following:

1. Develop an engagement and growth strategy to target CSR programs including strategic partnerships/sponsors, and engagement of the Ethiopian Diaspora communities. Also assist with any brochures/presentation materials
2. Develop a timely and transparent communication plan to rebrand organization including creation of digital assets to be provided with subsequent project management execution on campaigns.
3. Oversee and assist with any organizational events either led or participated in by the organization, where applicable and feasible.

The objective of this RFP is to identify and select a firm that will provide the best overall value – including financial, programmatic, and sustainable to the Foundation. While cost is a significant factor, other criteria will also be considered as the basis of the award decision, as fully described in the Evaluation Factors section below.

## Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this RFP:

1. Only qualified individuals or firms with prior experience in the required activities listed above.
2. Potential bidders must notify the Foundation with a letter of intent no later than **November 15, 2023**.
3. Bidders should have experience working with groups of African descent and/or have experience running projects with stakeholders from the international community.
4. Bidders should be able to highlight how they have developed a brand strategy from ground up or completed a rebranding on projects of similar scale with a key focus on how they may have leveraged data or advanced technologies to maximize the organizations reach and/or engagement.
5. Bidders must list projects that are substantially similar to this project as part of their Letter of Intent including possible partnerships and/or previous or current work that is relevant. Examples of work and references will be requested if chosen.
6. A technical proposal must be provided that doesn't exceed three pages. This technical proposal must provide an overview of the proposed solution including, milestones, timelines, and suggestions as applicable.
7. A cost breakdown must be provided on a separate sheet, not more than one page. This should indicate the overall fixed cost for the project as well as any potential variable costs that may be relevant for consideration. Breakdown can be attached to technical proposal.
8. Proposals must be signed by the applicant or, if for a company, by a representative that is authorized to commit company.
9. If you have a standard set of terms and conditions, please submit them with your proposal.
10. Proposals must be received on or before **November 15, 2023** to be considered.
11. Proposals and financial quotations must remain valid for a period of 60 days.
12. Friends of EDTF, INC. would select the winner of the awards after completing its in-depth discussions and negotiations with bidders to possibly include interviews.

## **Project Description**

The purpose of this project is as follows:

The purpose of this project is to improve our management and operations efficiency and productivity so that we can expand our capabilities to implement our mission to connect the large Ethiopian diaspora community from across the globe fulfill its desire to support socio-economic development projects in Ethiopia.

The description of the project is as follows:

To manage the day-to-day operational workflow overseeing and reviewing current practices on grant management, administration activities, and previous foundation campaigns; including identifying and soliciting new strategic partners.

The criteria set forth below should be met to achieve successful completion of the RFP:

1. Rebranding Strategic Plan and Implementation executed for Q4 2023 through 1<sup>st</sup> Half of 2024. Implementation to include content creation, website redesign plan, inclusion or enhancement on all relevant social media platforms (Minimum 6 months)
2. Strategy and operational support on how to expand donor base including significant strategic partners
3. Refinement of grant & fundraising strategy to include institution of KPIs including enhancing reporting with key data elements to highlight performance
4. Enhanced operations procedures based on strategic plan

Acceptance of the work is contingent on the following acceptance criteria:

1. Effective action plan that is adopted by the Board of Directors within first week of onboarding.
2. Updated and adopted operations procedures by the Board of Directors

## **RFP & Project Timelines**

The Request for Proposal tentative timeline is as follows:

Request for Proposal Issuance	October 9
Request for Proposal Due Date (Letter of Intent and Technical Proposal)	November 15
Selection of Top Bidders / Notification to Unsuccessful Bidders	November 22

Start of Negotiation	November 22
Contract Award	November 29

The Contract period shall commence as soon as practicable following the date of award. The minimum length of the contract is until May 31, 2024. The Board of Directors, at its sole discretion, may elect to extend for an additional three (3) quarterly option periods with the same or modified scope of work to be discussed before or on May 31, 2024.

### **Evaluation Factors**

Friends of EDTF, Inc. will rate proposals based on the following factors, with cost being the most important factor:

1. Responsiveness to the requirements set forth in this RFP
2. Relevant past performance/experience
3. Cost, including an assessment of total cost of ownership
4. Technical expertise/experience of bidder and bidder's staff

Friends of EDTF, Inc. reserves the right to award to the bidder that presents the best value to Friends of EDTF, INC. as determined solely by Friends of EDTF, INC. in its absolute discretion. The FEDTF Board of Directors also reserves the right to cancel this RFP, in whole or in part, at its own discretion.