REQUEST FOR PROPOSAL:
Communications Strategy & Implementation Consultancy
No. HPI202500101NP

RFP Release Date: July 12, 2024
Question/Inquiry Submission Deadline: July 17, 2024
Proposal Submission Deadline: July 26, 2024
Performance Period: 12 months with option to extend
Electronic submission to the attention of: Regional Communications Director: Asia Program
Contact information for inquiries about this RFP: Procurement-IN@heifer.org

BACKGROUND:

Heifer International is a global not-for-profit organization dedicated to reducing poverty and hunger while caring for the earth. Currently operating in 19 countries across Asia, Latin America, and Africa, Heifer’s primary goal is to enable smallholder farmers, especially women, to achieve a sustainable living income through the creation of inclusive agricultural and livestock value chains. We emphasize limiting the environmental impact of farming and livestock activities through climate-smart agriculture and caring for the earth. Since it began operations in 1944, Heifer International has helped more than 46.4 million families break the cycle of poverty in over 125 countries.

Heifer International in Asia is currently operating across four countries – Nepal, India, Bangladesh, and Cambodia and impacted over 457,668 households in FY 2023. Its key thematic focus areas are livestock and agriculture value chains, market system strengthening, government partnerships, climate-smart agriculture and livestock, women empowerment, cooperatives & self-help groups, social capital, food security, OneHealth, partnerships, impact investing, innovation, and digitization, etc.

Scope of Work:
Heifer International Asia Program is seeking to contract a design agency on a retainer basis for a period of 12 months/1 year to support the Asia Communication Director create awareness about the Heifer International brand in Asia through the use of new media and support in creating marketing collaterals for business development and partnership purposes and to ensure its branding, communications, and outreach efforts are impactful and cohesive.

Tasks and responsibilities
   A) SOCIAL MEDIA
Social Media Strategy Development

- **Market Research**: Conduct thorough research to understand the target audience, competitors, and current social media trends.
- **Strategy Creation**: Develop a comprehensive social media strategy that aligns with Heifer International Asia’s goals, mission, and branding.
- **Content Calendar**: Create and manage a monthly content calendar that schedules posts, campaigns, and key social media activities.

Content Creation

- **Graphic Design**: Design visually appealing graphics, infographics, banners, and other visual content tailored to each social media platform.
- **Video Production**: Create engaging video content, including short clips, podcast visualizers, interviews, and animations.
- **Copywriting**: Write compelling captions, posts, and other text content that aligns with Heifer International Asia’s voice and tone.
- **Branded Content**: Ensure all content adheres to Heifer International’s brand guidelines and maintains a consistent look and feel.

Campaign Management

- **Campaign Planning**: Develop and execute social media campaigns during UN International days such as:
  a) International Women’s Day – March 8th
  b) World Environment Day – June 5th
  c) International Day of Cooperatives – July 6th
  d) World Food Day – October 16
  e) International Day for the Eradication of Poverty – October 17th
  f) Heifer International’s 80th anniversary celebration in Asia – POG event in September 2024 (Nepal)

Community Engagement

- **Community Building**: Foster a sense of community by initiating discussions, encouraging user-generated content, and managing online groups or forums.
- **Influencer Collaboration**: Identify and collaborate with influencers and partners to amplify Heifer International Asia’s reach and impact.

Analytics and Reporting

- **Performance Metrics**: Track and analyze key performance indicators (KPIs) such as engagement rates, reach, impressions, click-through rates, and conversions.
• **Reporting**: Provide monthly reports detailing the performance of social media activities, insights, and recommendations for improvement.

• **Adjust Strategies**: Use data-driven insights to adjust strategies and improve future social media efforts.

**Platform Management**

• **Profile Management**: Create and maintain profiles on all relevant social media platforms, ensuring information is up-to-date and accurate.

• **Platform Optimization**: Optimize profiles for searchability and discoverability by using appropriate keywords and tags.

• **Feature Utilization**: Utilize platform-specific features such as stories, reels, live videos, and polls to enhance engagement.

**Crisis Management**

• **Monitoring**: Monitor social media channels for potential issues or negative feedback that could impact the organization’s reputation.

• **Response Plan**: Develop and implement a crisis management plan to address and mitigate any social media crises quickly and effectively.

**Training and Support**

• **Staff Training**: Provide training to internal staff on social media best practices, tools, and platform updates. Plan for training on the art of photography, and basics of videography using smartphones and DSLR.

• **Technical Support**: Offer ongoing technical support for social media tools and platforms.

**Compliance and Legalities**

• **Policy Adherence**: Ensure all social media activities comply with platform policies, copyright laws, and other relevant regulations.

• **Content Approvals**: Sketch out and implement a content approval process to ensure all posts are reviewed and approved before going live.
B) Design high-quality, compelling regional communication collaterals

1) Design regional marketing collaterals in close coordination with the regional communication director for fundraising and partnership purposes.

2) Regional marketing collaterals will include:
   a) Pitch deck
   b) Brochure
   c) Capacity statements – 5 to 6
   d) Regional Annual Report
   e) Quarterly Newsletter
   f) Roll-up banners - 2

Reporting:

The design agency will be reporting directly to the regional director for communication in Asia and work in close collaboration and consultation with the regional communication director for the fulfillment of the above-mentioned tasks and responsibilities.

Payment terms:

The contract with the design agency will be on a retainer basis for the period of 12 months/1 Year initially with a possibility of extending it further. The payment will be made at the end of each month based on the fulfillment of tasks and responsibilities for that month as per the agreed and signed-off work plan submitted by the design agency.

Work Experience:

- Looking for a design agency with a proven record of successfully drafting and implementing social media strategies for corporate and international NGOs with exceptional design and creative capabilities and the ability to generate engaging multimedia content.
- The firm should be able to offer creative and unique digital campaign concepts and ideas that align with Heifer International Asia’s thematic focus.
- The firm should be able to deliver measurable results based on agreed KPIs.

Evaluation:

Interested agencies need to submit both financial and technical proposals to avail themselves of this opportunity.

1) Technical proposal parameters

To be eligible for the job, proposals must include the following:

   I. Brief profile – Capability statement including profiles of professionals/staff to be engaged with this activity. - 20%
   II. Client list – Mention only the relevant ones. Names, company, or organization,
and contact information of three recent (within the past 3 years) companies/organizations that you have worked for. - 10%

III. **Experience/ Sample work:** Samples of previous assignments as per mentioned deliverables (provide examples of strategies, multimedia and marketing collaterals. - 50%

IV. **Statement of Purpose** – 20%

The selection committee will evaluate the technical proposal based upon the criteria listed above and they will evaluate the financial proposal based on cost reasonableness and cost-effectiveness in the budget.

2) **Financial Proposal**

The agency needs to submit a financial proposal that includes a separate pricing breakdown for part A (retainer assignment for social media) and part B (developing marketing collaterals). The pricing must be in USD including applicable taxes.

**SUBMISSION DETAILS**

The bidder must submit One (1) electronic copy of each of the Technical and Financial proposals in 2 (two) separate files marked on the document title as “TECHNICAL PROPOSAL” and “FINANCIAL PROPOSAL” with Subject: Communications Strategy Consultancy via email to the Mail ID: Procurement-IN@heifer.org by 26 July 2024.

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the Offerors.

**VALIDITY OF PROPOSALS**

Proposals submitted shall remain open for acceptance for 14 days from the last date specified for receipt of the proposal. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

**AWARD PROCESS AND CONTRACT MECHANISM**

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<tr>
<th>No.</th>
<th>Activity</th>
<th>Due date</th>
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<tbody>
<tr>
<td>1.</td>
<td>Proposal reception</td>
<td>July 26, 2024</td>
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<tr>
<td></td>
<td>Selection Committee review</td>
<td>August 1, 2024</td>
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<td>4</td>
<td>Notification of award &amp; Negotiations</td>
<td>August 6, 2024</td>
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<td>6</td>
<td>Signing award</td>
<td>August 10, 2024</td>
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Heifer will issue a fixed award agreement based on the submission and Heifer’s acceptance of deliverables. Once an award is issued, it will include the payment schedule with the deliverables specified above.

**Limitations**

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received in response to the RFP.

**DIVERSITY AND INCLUSION**

Heifer International values diversity, equity, inclusion and belonging (“DEIB”), and believe that effectively accessing and managing diverse talent leads to improved outcomes. HPI takes a broad view of diversity, and inclusive of varied backgrounds including, but not limited to, age, experience, race, ethnicity, sexual orientation, gender, gender identity, disability status, national origin, and culture. HPI expect third-party providers to respect and reflect HPI’s value of DEIB. HPI’s ongoing monitoring of third-party service providers incorporates an assessment of vendors’ commitment to, adherence with, and track record of accessing and retaining diverse and inclusive workforces.