



Invitation to Tender for the provision of an External Lottery Manager at Concern Worldwide (UK)

1. Introduction

Concern Worldwide is an international NGO, originally founded in the Republic of Ireland in 1968. It now works in 28 countries, with offices in the UK, ROI, the US and South Korea, as well as the programme countries.

Concern UK was established as a UK charity in 2004. Its role is to raise funds in support of Concern Worldwide's international programmes and to influence local, national and international policy through advocacy and campaigning. Concern Worldwide is increasingly focusing on tackling extreme poverty among some of the world's poorest communities.

More information about the programmes we provide can be found on our website, here:

[What we do | Concern Worldwide.](#)

Concern UK's income for the year ending 31 December 2022 was £30.7 million, of which £17 million came from voluntary sources; £9.4 million of which came from DEC emergency appeals. The remainder was generated from funders such as the Department for International Development DfID. The charity is also a member of the DEC and recently responded to crises in Ukraine, Türkiye and Syria.

A large majority of voluntary income is generated by individual givers and events fundraisers, with the programme managed from Concern UK London and Belfast offices. The programme comprises regular giving recruitment and retention, cash appeals (both for on-going development work and humanitarian emergencies) fundraising events, community groups and legacies.

In 2024, Concern UK will be launching a fundraising lottery to diversify our regular giving income stream, so is seeking an External Lottery Manager to support with the launch and ongoing running of the lottery. This will be our first lottery in the form of a regular giving product, in the past we have only ran one off raffle/lottery-based activities on a small scale.

The below points outline the main needs a lottery will meet for the Concern UK fundraising portfolio:

- Diversify our regular giving offering to appeal to a wider audience and reduce reliance on existing products (Concern UK currently has just one regular giving product, through2, which while successful, appeals to a particular audience type).



- Grow our unrestricted income, which is a key aim of our organisational wide five-year strategy.
- Offering a value exchange element for our donors which is particularly relevant today since fundraising products with a value exchange angle are showing better retention during the cost-of-living crisis.
- Provide a lower value entry point to supporting Concern Worldwide UK via regular gift (our current regular giving product, Throughto2, provides quite a high bar for entry at an initial CTA of £10 per month).
- Due to the lower value entry point and value exchange element, the lottery will make an appropriate warm donor conversion and reactivation offering.

2. Statement of tender requirements

Concern Worldwide requires the external agency to demonstrate the following through the tender process and therefore would like to see these areas detailed in the tender proposal documents:

1. Your available lottery models and suggested model for Concern UK, details of this model and why it is the best approach for us. Please note all models will be considered however we will be considering our needs outlined above as part of this decision.
2. The costs associated with your lottery services based on the approved projected donor volumes and associated KPIs included in appendix 1. Please define clearly what the costs cover, and any services required to run a lottery not included that Concern Worldwide (UK) may need to resource elsewhere.
3. A brief explanation of your terms and conditions, highlighting any key areas of your contractual agreement such as minimum contract period.
4. An indication of timescales involved in developing and launching your lottery product.
5. What lottery payment methods you currently accept and any future developments which may impact us going forward.
6. Your understanding of the current fundraising environment with particular focus on the lottery market.
7. Your approach and understanding of the legalities and compliance needs of running a lottery, covering regulations linked to both gambling and the handling of personal data.
8. System / database integration required and your approach to this.



9. Your approach and competency in data analysis and examples of where this has supported strategic thinking or planning.
10. The account team who would work on the account.
11. How you would account manage Concern UK, giving examples from how you work with other clients.
12. A list of other clients for whom you have done similar work, and at least three references.
13. Details of any additional services you can provide to assist in the development and launch of our new lottery, including creative services.
14. An indication of your commitment and practices in terms of environmental impacts and modern slavery.

3. Direct Marketing Programme requirements

The appointed agency will support the running of the Concern UK Lottery through several activities that are expected to include, but are not limited to, the following:

1. Strategic advice for the development of the lottery
2. Set up of a fully branded web landing page and sign-up form that can be integrated into our Concern UK website
3. Running of the prize draw
4. Set up of players through both online and offline sign-up methods
5. All fulfilment including welcome letters, winners' cheques, cancellation communications. Please detail within your response what fulfilment you provide and anything that you do not cover. Please note, as we are a small team, we would like all fulfilment processes covered by our ELM
6. Legal and compliance advice
7. The provision of prizes, or detail on how this works if not covered by yourself.
8. Gambling Return support (please detail what this includes)
9. Inbound phone queries from our lottery players
10. Advise on our lottery recruitment and marketing plans
11. Dedicated account manager

Please detail any services you provide that are not listed above as part of your response to tender.



4. Instructions to Tenderer

This section is intended to give guidance to tenderers on the process and requirements concerning this Invitation to Tender. Tenderers must comply with this process and timetable.

It is the tenderers' responsibility to ensure they are fully informed and satisfied by their own enquiries about the scope of the work that the tenderer would be required to perform if awarded the contract.

The tenderer shall be responsible for any and all costs incurred in connection with the preparation and submission of the tender.

In this tender brief Concern Worldwide UK has provided information to assist tenderers in submitting their proposals. We are available to answer questions and clarify any points arising from this tender document. Please contact us via email: Lucy.Voakes@Concern.net.

All tenders will be evaluated based upon the following award criteria as detailed further in the Statement of Requirements and therefore your tender should specifically include information on the following areas:

- Expertise and understanding of Concern UK's requirements
- Expertise and understanding of the fundraising lottery market
- Lottery model most suited to our strategic goals and needs
- Cost and value
- Strategic ability alongside analysis and insight
- People, relationships and communications

It is expected that you will produce a written response to the tender that will answer the points set out in section 2.

We ask that your response is emailed to Lucy.Voakes@Concern.net by 5pm on 5th February 2024.

Responses to this tender brief will be reviewed by the relevant procurement committee which includes:

Lucy Voakes – Fundraising Innovation Manager

Peter Reynolds – Fundraising Director

Victoria Ingram – Public Fundraising Manager



5. Tender Timeframe

Date	Action
15/01/2024	Tender brief live on Concern.org.uk
22/01 - 26/01/2024	Time available to resolve queries if required
05/02/2024	Tender response deadline (all responses received by 5pm on this date)
07/01/2024	All responses shortlisted and invited to pitch (any tenderers not shortlisted will be notified)
12/02 - 20/02/2024	Pitches take place (suitable dates will be arranged with each tenderer)
21/02 - 22/02/2024	Concern UK to send any follow up queries to relevant parties
26/02/2024	Final decision will be communicated by this date

Appendix

Appendix 1 – Approved budget figures for years 1-3

Buyer volumes			
	Year 1	Year 2	Year 3
	2024/5	2025/6	2026/7
Year 1 activity	1834	1524	1278
Year 2 activity		2165	1717
Year 3 activity			2294
Total volume	1834	3689	5289

- Donor volumes in Year 1 for each year's activity is based on the maximum number of buyers (i.e. it will be an over-estimate, but safe).
- Donor volumes in Years 2 to 5 are based on the average level of donors in that year.

Key target KPIs (please advise if you change any of these figures as part of your response to brief)

Average monthly donation	£6.50 (average 1.5 chances per week)
Attrition per month Yr 1	2.50%
Attrition per month Yr 2 onwards	1.35%