# Invitation to Tender for the provision for face to face Private Site services at Concern Worldwide (UK)

# About Concern Worldwide and our fundraising portfolio

Concern Worldwide is a non-governmental, international, humanitarian organisation dedicated to the reduction of suffering and working towards the ultimate elimination of extreme poverty in the world’s poorest countries. The charity was originally founded in the Republic of Ireland (RoI) in 1968.

Our mission is to transform the lives of people living in extreme poverty. We work with 25 million people each year, in some of the hardest to reach and most fragile places. Places prone to conflict, natural disasters, climate change and extreme hunger.

Concern Worldwide 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.

More information about our work can be found on our website, here: [What we do | Concern Worldwide](https://www.concern.org.uk/what-we-do).

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 Disasters Emergency Commitee (DEC) for appeals such as the Turkey-Syria Earthquake Appeal. The remainder was generated from funders such as the Foreign, Commonwealth and Development Office (FCDO).

A large majority of voluntary income is generated by individual givers and events fundraisers, with the programme managed from Concern UK’s London and Belfast offices. The programme comprises of regular giving recruitment and retention, cash appeals, fundraising events, community groups and legacies.

Currently we recruit regular givers through our long standing successful street fundraising team who operate in London and South East, through our DRTV advert and through our door to door agency who operate for us in Northern Ireland. We offer both recurring card payments and direct debits. Our budget is flexible and we adjust our spend year on year and this year we’re planning to spend over £1.5 million on donor acquisition. We’re ambitious about increasing the size and scope of our programme and there is available budget from our global head office for strong performing campaigns.

This year we’re looking to launch to test a private site fundraising campaign and recruit c.1000 donors. The below points outline how these will meet the needs of the Concern UK fundraising portfolio:

* Grow our unrestricted income, which is a key aim of our organisational wide five-year strategy.
* Using private sites will diversify our face to face fundraising portfolio

We have one regular giving product, throughto2 which focuses on helping a child reach the age 2 and has a 2 year-long welcome journey. This was developed in conjunction with our street team to help reduce non-starter rate.

More details [https://www.concern.org.uk/donate/through-to-2](https://www.concern.org.uk/donate/through-to-2  )

1. **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:

**For private site**

1. Your available payments 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 have a preference not to have a clawback model.
2. Details of how fundraisers you work with are employed and if you can guarantee they are paid the living wage. If you work with sub-contractors please detail the measures you have in place to ensure an effective working relationship which ensures you have full oversight of their activities.
3. The costs associated with your 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 that’s aren’t included that Concern may need to resource elsewhere.
4. Number of teams you have (or how many supporters you recruit each year)
5. Where in the UK you work. We’re particularly interested in working in Northern Ireland (NI) where our brand awareness is strong.
6. How this team split and geographical locations break down in terms of products on offer, and acquisition channels. Although we’re specifically looking at card or direct debit giving through private sites, we’d like to know about your portfolio of channels (street, door etc) and products (lottery ,value exchange, etc).
7. What references and employment checks you do for fundraisers
8. Details of your quality assurance measures
9. How you approach territory planning
10. Details of how complaints are dealt with
11. An indication of what minimum spend you require for a test
12. If you work with recurring card payments and/or direct debits
13. A brief explanation of your terms and conditions, highlighting any key areas of your contractual agreement such as minimum contract period.
14. Details of relevant organisations you are a member of e.g. Chartered Institute Of Fundraising
15. A list of your other clients, and case studies of any work you've done with them you'd like to showcase.
16. An indication of your commitment and practices in terms of environmental impacts, equality, diversity and inclusion and modern slavery.

# 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: [sarah.stoney@concern.net](mailto:sarah.stoney@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 face to face market
* Payment model most suited to our strategic goals and needs
* Cost and value
* Extent of your quality assurance measures

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 [sarah.stoney@concern.net](mailto:sarah.stoney@concern.net) by 5pm on 26th April

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

Helen Calder - Interim Director of Fundraising

Victoria Ingram – Head of Public Fundraising

Lucy Voakes – Fundraising Innovation Manager

Vernon Kenny – In house face to face manager

Sarah Stoney - Senior Acquisition Executive (Campaign Manager)

# Tender Timeframe

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| --- | --- |
| **Date** | **Action** |
| **Week beginning 2nd April** | Tender brief live on Concern.org.uk |
| **Friday 26th April** | Tender response deadline (all responses received by 5pm on this date) |
| **Week beginning 29th April** | All responses shortlisted and invited to pitch (any tenderers not shortlisted will be notified) |
| **Week beginning 7th May** | Pitches take place (suitable dates will be arranged with each tenderer) |
| **Week beginning 20th May** | Final decision will be communicated this week |

**Appendix**

**Appendix 1**

**F2F Private Site KPIs**

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| Budget |
| Cost per recruit |
| Ave gift |
| Gift Aid |
|  |
| Opt in email |
| Opt in mail |
| Opt in SMS |
| Opt in phone |
| Complaint rate |
| Non-starter rate |