

Request for Proposal: Direct Mail Marketing Services

Fòs Feminista is issuing this request for proposals for a Direct Mail marketing agency. We seek a strategic partner to position the organization for greater impact through developing, testing, managing, and implementing all aspects of our direct mail program. This will include gaining a thorough understanding of Fòs Feminista's mission and impact; working with staff to develop compelling messaging and fundraising appeal strategies, designing and creating direct mail materials; procuring and managing mailing lists, including deduplication, and merge-purges; getting materials in the mail; and analyzing and reporting on all subsequent results, including demonstrating appeal/campaign effectiveness, opportunities for growth, donor trends, industry best practices, etc.

About Fòs Feminista

Fòs Feminista is an intersectional feminist organization centered around the sexual and reproductive rights and needs of women, girls, and gender-diverse people. Led and governed by the Global South, Fòs Feminista works as an alliance of 220+ organizations in 40+ countries worldwide to advance sexual and reproductive health, rights, and justice. As the connecting fabric of this alliance, Fòs Feminista orchestrates transnational and transregional action, amplifies partners' work, and promotes South-South learning and collaboration toward achieving common objectives.

Together with our partners, we provide access to sexual and reproductive health care, including contraception, abortion, and care for victims of gender-based violence, and we reach young people with comprehensive sexuality education. We recognize that the ability of women, girls, and gender-diverse people to make free and informed choices about their sexual and reproductive lives, including to access safe and legal abortion, is central to their life plans and to achieving gender and reproductive justice.

As such, we are at the forefront of advocating for sexual and reproductive health and rights from an intersectional lens in national, regional, and global spaces, coordinating with our partners to ensure that diverse experiences, priorities, and voices of the Global South are represented in these spaces.

Background & Context

As its first full year as Fòs Feminista, 2022 marked a new chapter of reinvention and expansion for the organization: after redefining its identity in 2021, Fòs Feminista has continued to make significant strides in its ongoing journey of transformation by refreshing its strategy to reflect the organization's bold new priorities and expanding and consolidating the transnational alliance of feminist organizations advancing sexual and reproductive health, rights, and justice.

2023-2024 will also be a period of evolution and growth of the organization's fundraising efforts. To realize its bold ambitions, Fòs Feminista must accelerate its fundraising and dramatically grow its base of supporters. The Resource Mobilization & Communications Unit has already begun scaling up internal resources with the aim of expanding and reinforcing the capacity and skillset of our fundraising team.

In addition, our team will require the ongoing support of strategic partners to position us for greater impact and growth amidst a rapidly changing global environment. Specifically, Fòs Feminista seeks support from a partner for our efforts to:

1. Build brand awareness (through acquisition) and better embody our brand story through implementing strategies that help us increase brand recognition while bringing existing donors and supporters along on our transformation journey.
2. Identify and attract new audiences to expand and diversify Fòs Feminista's donor base and invest in our donor file health and growth.
3. Drive integration across channels to maximize efficiencies and create a cohesive, consistent, "surround-sound" donor experience.
4. Improve the long-term value of donors, particularly through the growth and cultivation of our mid-level donor and sustainer programs.
5. Strengthen our ability to gather insights into Fòs Feminista's donor base, improve analysis of our long-term fundraising performance, and develop projections based on performance analysis.

Services Requested

Scope of Work

1. Fòs Feminista is seeking an external firm to provide full-service direct mail marketing services. The agency must be equipped to handle every aspect of the fundraising physical direct mail and marketing program, from overarching strategy development to package concepts and design to implementation, printing, and mailing.
2. Services to be provided include but are not limited to the following items. Please provide work samples to demonstrate look and feel of creative and best practices within the industry:
 - Project Management
 - Creative Development
 - Direct Mail Appeals
 - a. Acquisition Campaigns
 - b. Renewal Campaigns
 - c. Dedicated strategy for Mid-Level donors
 - d. Develop strategy to grow Sustainer Giving Program
 - e. Collaborate with digital marketing team to support integrated marketing efforts.
3. Development and management of a full outreach calendar to include all key drop dates and approval timelines.
4. Creation of rapid response fundraising campaigns

5. Analyzing and reporting on all fundraising performance data, including demonstrating appeal/campaign effectiveness, and opportunities for growth within the donor file

Program details may be provided upon request and completion of a confidentiality agreement.

This work shall be carried out under the supervision of the Associate Director of Individual Gifts. The lead point of contact to the agency partner will be the Associate Director of Individual Gifts with support from other team members as appropriate.

Proposal Submission

Please provide responses to the following questions in your proposals. To ensure consistency across proposals, when answering questions, follow the same numbering and naming logic for each response.

1. Agency Qualifications
 - a. Overview of agency
 - b. Relevant experience
 - c. Current/past clients for whom you are providing or have provided similar services to our listed requirements; experience with sexual and reproductive health issues and working with feminist, BIPOC and Global South-led organizations preferred
 - d. Agency practices aimed at furthering commitments to diversity, equity, and inclusion
 - e. References: please provide three (3) references of current/past clients, contact name, phone number and email addresses

2. Proposed Services
 - a. Explain strategy to deliver on revenue growth and brand elevation
 - i. Provide an overview of your approach to strategic planning for integrated direct response fundraising programs, share any examples, frameworks, tools, etc. you would use, and outline any expectations or needs you would have from Fòs Feminista to be the best partner in this area.
 - b. Creative Approach
 - i. Describe your creative approach, from creative concept to finished creative output
 - ii. How do you work with clients' in-house creative team members (copywriters, designers, etc.)?
 - c. Data Analysis, Security, and Privacy
 - i. Describe your analytics capabilities, your approach to data analysis, and the indicators you use to track fundraising performance

- ii. Explain how you leverage qualitative data (e.g., focus group & survey research) to supplement program performance data
 - iii. Include an example of a standard set of reports that you provide clients
 - iv. Describe the privacy and data security practices your agency has in place to protect sensitive personally identifiable information that you collect, store, and use on behalf of your clients (include details on how you ensure team members are aware of the importance of the regulation and protection of data and understand how to maintain the integrity of privileged information)
3. Staff Qualification/Account Management
 - a. Structure of the core account team, including, if applicable, how they collaborate with supporting specialist teams at your agency
 - b. Names, roles, and relevant experience of all team members that will be working on the Fòs Feminista account team (including experience with similar projects and percentage of their overall time that will be dedicated to working on Fòs Feminista)
 - c. Your approach to client management and communication
4. Financial/Cost Breakdown
 - a. Please provide the break-down of budget based on the requirements, providing clarity on your fee structure and payment schedule for the services (Fòs Feminista can provide details to inform your budget estimates upon request)

Evaluation Criteria

Prospective partners will be evaluated based on the following criteria:

1. **Agency Qualifications** - Has a proven track record of helping nonprofits increase their direct mail fundraising revenue and brand recognition.
2. **Strategy & Planning** - Demonstrates an ability to position Fòs Feminista in a competitive market place to realize year-over-year growth in brand recognition and revenue performance.
3. **Content strategy** - Is equipped with writers who are able to translate content into inspiring, accessible, and compelling mailing pieces
4. **Creative Approach** - Strives for creative excellence and dedication to developing ethical, inclusive, relevant, and innovative content that:
 - o connects to and inspires audiences
 - o captures our organizational voice and intersectional feminist politics, and
 - o sets Fòs Feminista apart through demonstrating Fòs Feminista's unique approach/value add
5. **Data Analysis** - Partner should take a data-driven approach to integrated fundraising.
6. **Cost** - Delivers significant value for a competitive cost.

Instructions for Submission & Proposal Evaluation Timeline

Proposals must be emailed to rfp@fosfeminista.org on or prior to the submission deadline (to the attention of Lloyd Alexander, Associate Director of Individual Gifts, Resource Mobilization & Communications Unit).

Activity	Completed by:
Launch of RFP	8/1/2023
Please submit any questions to rfp@fosfeminista.org	9/25/2023
Response back to all questions from Fòs Feminista	10/9/2023
Please submit your proposal to rfp@fosfeminista.org	10/23/2023
Review of proposals by Fòs Feminista procurement committee and notification of three finalists	11/6/2023
Agency presentation and Q&A	11/13/2023
Final selection of agency	11/22/2023
Selected agency to begin	1/31/2024

An agreement will be signed with the successful agency for a period of one (1) year initially.

This RFP is a solicitation of bids only and neither the issuance of this RFP nor the submission of a responsive proposal shall be binding on Fòs Feminista. Fòs Feminista reserves the right to accept or reject any or all proposals or to cancel this RFP for any reason or no reason. No binding agreement shall exist with respect to the provision of services unless and until a definitive agreement has been agreed and executed by both Fòs Feminista and the selected service provider(s). Fòs Feminista will not be liable under any circumstances for any expenses incurred by any bidder in connection with the RFP proposal submission or selection process.

We thank you in advance for your participation in this process.