

# Request for Proposal: Digital Fundraising & Engagement Agency

Fòs Feminista is issuing this request for proposals for a digital fundraising and marketing agency. Services include managing email, digital advertising, and SMS programs, as well as providing data intelligence services to strengthen audience insights, performance tracking, and strategic decision-making.

## 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 with 180 partners in 35 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

2025 marks a defining phase in Fòs Feminista's transformation. More than three years into our organizational reinvention, we have clarified our strategy, expanded our global reach, and strengthened our alliance, which now includes **180 partner organizations across 35 countries**. With this growth comes the need to deepen engagement with supporters and build the digital capacity required to sustain long-term fundraising success.

We are operating in an increasingly complex environment. Political and social dynamics are shifting rapidly, reshaping the landscape for sexual and reproductive health, rights, and justice.

At the same time, digital behavior trends continue to evolve, with donors expecting personalized, seamless experiences that inspire trust and long-term commitment.

To meet this moment, Fòs Feminista is continuing to make strategic investments in our fundraising infrastructure and supporter engagement. This includes scaling our individual giving programs, strengthening our mid-level and legacy donor journeys, and building more integrated, data-driven campaigns across email, advertising, SMS, and emerging channels. We are seeking a digital agency partner to accelerate revenue growth, strengthen our global brand, and expand our base of support in a sustainable way.

In addition, our team will require the ongoing support of a strategic partner(s) 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 and strengthen our positioning, helping us grow recognition and deepen our connection with current donors and supporters.
2. Identify and attract new audiences to expand and diversify our donor base, ensuring file health and sustained growth.
3. Drive integration across channels to maximize efficiencies, enhance data-driven decision making, and deliver a superior donor experience.
4. Sustain long-term donor value by strengthening sustainer programs and prioritizing the growth and cultivation of mid-level donors, a key strategic focus for Fòs Feminista. Strengthen our capacity to generate insights into our donor base and improve long-term fundraising performance analysis.
5. Foster innovation and continuous optimization of fundraising campaigns and donor journeys through creative testing, new product development, and data-driven experimentation to accelerate growth and maximize ROI.

## Services Requested

Fòs Feminista seeks a marketing agency partner to provide the following services:

### **Scope of Work: Digital Fundraising & Engagement**

- Managing email, digital advertising (SEM, paid social, programmatic display and video, SMS, and emerging channels such as OTT/CTV, audio/podcast, and influencer partnerships);
- Creating tailored, full-funnel digital acquisition and retention strategies that move beyond standard seasonal fundraising and focus on sustainable growth of our donor base, grounded in KPIs;
- Developing campaigns and strategies for acquisition, mid-level, sustainer, and grassroots audiences, with a particular focus on diversifying Fòs Feminista's donor base;

- Design engagement strategies that cultivate relationships with both prospects and existing donors, strengthening loyalty and increasing lifetime value;
- Forecasting, performance monitoring, analytics, and strategic insights, including investment scenarios for increasing digital revenue, new donor acquisition/conversion, and mid-level donor & sustainer growth;
- Designing and executing comprehensive testing strategies to inform decision-making and continuous optimization;
- Creation of rapid-response fundraising campaigns aligned with organizational priorities;
- Collaborate with Fòs Feminista's internal team to ensure effective integration and use of Salesforce Marketing Cloud, Fundraise Up, and GA4 for accurate tracking, attribution, and insights;
- Leading regular planning sessions and periodic business/strategy reviews

Program details (including budget) may be provided upon request and completion of a confidentiality agreement.

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

## **Proposal Submissions**

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.

All questions apply to all scopes of work listed above unless otherwise noted. If bidding on all three scopes of work, please ensure that your responses indicate any differences in approach or services between them.

### **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 working with Global South-led organizations, as well as feminist organizations and/or those advancing sexual and reproductive health, rights, and justice, preferred.

- d. Ownership structure: please describe your agency's current ownership (e.g., independent, privately held, private equity-owned, or other). Indicate whether your agency is contemplating a change in ownership, sale, or merger within the next 2–3 years.
- e. References: please provide three (3) references of current/past clients, contact name, phone number and email.

## 2. Proposed Services

- a. Provide a comprehensive response to the requirements outlined in the Scope of Work, including how your agency would approach execution, strategic oversight, and measurement.
- b. Explain strategy to deliver on revenue growth and brand elevation.
- c. Provide an overview of your approach to strategic planning, including examples, frameworks, tools, and relevant case studies. Outline the key performance indicators (KPIs) you would prioritize to measure success. Specify what expectations or needs you would have from Fòs Feminista (e.g., access to content, internal data, creative resources, decision-making structures) to ensure the partnership is effective and impactful.
- d. Creative Approach
  - i. Describe your agency's creative process from concept development through to finished output, highlighting how you collaborate with in-house creative team members (copywriters, designers, etc.).
  - ii. Provide 2–3 examples of past creative campaigns (fundraising or advocacy) that demonstrate your approach, the creative solutions delivered, and measurable results achieved.
- e. Digital Advertising
  - i. Explain your approach to developing and executing multichannel digital campaigns, including SEM, paid social, programmatic display and video, SMS (Broadcast and P2P), and emerging channels such as OTT/CTV, audio/podcast, and influencer partnerships. Describe how you determine channel mix, budget allocation, reporting cadence, testing frameworks, and optimization strategies aimed at acquiring quality, long-term, high lifetime value donors. Explain your approach to ad optimization.
  - ii. How do you collaborate with clients to create innovative, effective, and ethical solutions?

- iii. Describe how you incorporate sector benchmarks and best practices into campaign planning and performance recommendations.

f. Data Analysis, Security, and Privacy

- i. Describe your analytics capabilities, your approach to data analysis, and the key indicators you use to track fundraising performance. Explain how your reporting integrates with client systems such as Salesforce, Fundraise Up, GA4, and Power BI to ensure reliable attribution and actionable insights.
- ii. Provide an example of a standard reporting set or dashboard (visualizations, KPIs, performance metrics) you typically share with clients
- ii. 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/not client-facing 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 the budget based on the requirements, providing clarity on your fee structure and payment schedule for the services.

## Evaluation Criteria

Prospective partners will be evaluated based on the following weighted criteria, which reflect Fòs Feminista's priorities for strategic alignment, fundraising growth, and long-term partnership value:

- **Agency Qualifications (25%).** Has a proven record of accomplishment in helping nonprofits increase their digital fundraising revenue and brand recognition. In addition, Fòs Feminista prioritizes agencies that:

- Understand the opportunity of successfully elevating Fòs Feminista's brand as a means of amplifying and increasing resources for our individual partners who are leading change in their communities.
  - Demonstrate alignment with the principles of Fòs Feminista as an intersectional feminist organization led by the Global South, including a commitment to developing content and stories that center the narratives, perspectives, safety, and intersectional change agendas of partners in the Global South as defined by them.
  - Has a team that has knowledge of and experience with Global South contexts and the issues we advance (SRHR, gender equality).
- **Strategy & Planning (30%).** Demonstrates an ability to position Fòs Feminista to realize year-over-year growth in brand recognition and revenue performance through strategies that:
  - identify new audiences and creative ways to reach, engage, retain, and increase their value.
  - strike the right balance between innovation with emerging channels & tactics and reliance on tried-and-true approaches.
  - improve integration across channels to maximize efficiencies and create an excellent supporter experience; and
  - are anchored in testing and analysis to strengthen continued program optimization and improve return on investment.
- **Creative Approach (20%).** Strives for creative excellence and dedication to developing ethical, inclusive, relevant, and innovative content that captures our organizational voice and sets Fòs Feminista apart.
- **Data Analysis (15%).**
  - Immerses themselves in Fòs Feminista's donor data and takes a data-driven, integrated approach to fundraising.
  - Prioritizes the protection of donor data and the integrity of privileged information.
- **Cost (10%).** Delivers significant value for a competitive cost.

## Instructions for Submission & Proposal Evaluation Timeline

Proposals must be emailed to [rfp@fosfeminista.org](mailto:rfp@fosfeminista.org) on or prior to the submission deadline (to the attention of Paulo Henrique Alves, Director of Digital Strategy).

Activity	Completed by:
Launch of RFP	Mon 10/07
Please submit any questions to <a href="mailto:rfp@fosfeminista.org">rfp@fosfeminista.org</a>	Mon 10/21
Response back to all questions from Fòs Feminista	Mon 10/24
Please submit your proposal to <a href="mailto:rfp@fosfeminista.org">rfp@fosfeminista.org</a>	Wed 10/31
Review of proposals by Fòs Feminista procurement committee and notification of three finalists	Wed 11/14
Agency presentation and Q&A (1 hour)	Thu 11/21
Final selection of agency	Thu 11/28
Selected agency to begin	Tue 2/2

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 time and effort in completing your proposal and look forward to receiving it. Good luck!