

Request for Proposal (RFP)

Face-to-Face Fundraising Pilot Campaign

The Irish Red Cross background

The Irish Red Cross Society (IRC) is dedicated to serving people in need whether they are in Ireland or caught up in humanitarian crises in countries and regions throughout the globe. With our network of over 4,000 volunteers at over 70 branch locations across the Republic of Ireland, as well as our professional staff of more than 120 people, the IRC provides a wide range of health, mental health & wellbeing programmes for those in need.

The Irish Red Cross is also part of the global Red Cross Red Crescent Movement of over 190 National Societies across the globe and is guided by the fundamental principles of the Red Cross (Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality).

The Irish Red Cross is a registered charity.

Our Vision

To be the leading humanitarian organisation in a world where people's essential humanitarian needs are provided for.

Our Mission

To provide humanitarian assistance, at home and abroad, to those most in need and inspire policy and attitudinal change

Our work

- Preventing and alleviating human suffering, protecting life and health and ensuring respect for all.
- Helping those who are most vulnerable to prepare, withstand, and recover from emergencies in their communities.
- Restoring families who have been separated by war, forced migration, or other circumstances.
- Delivering first aid and psychological first aid training and providing first aid and ambulance cover at events and incidents throughout the country – including mountain & lake rescue.
- Supporting older people and remote members of our community – assisting with the delivery of food and medicine and transport for hospital appointments.
- Providing interactive and educational opportunities for our youth members.
- Delivering local and national support for refugees in need of food, water, shelter, and medical assistance.

- Delivering a targeted international programme focusing on livelihoods, medical assistance and prevention of gender based violence
- Promoting the seven fundamental principles of the Red Cross Red Crescent Movement to inspire policy and attitudinal change

Introduction

Unite Consulting, on behalf of The Irish Red Cross invites proposals from experienced fundraising agencies to deliver a Face-to-Face (F2F) donor acquisition pilot campaign with the objective of recruiting 500 new regular giving donors. This is a pilot campaign, with a potential opportunity to scale up based on successful delivery, retention, and overall campaign performance.

Scope of Work

The appointed agency will be responsible for:

- Recruiting, training, and managing a professional team of fundraisers.
- Acquiring 500 new regular giving donors via Face-to-Face fundraising (street, private sites, or door-to-door).
- Representing the Irish Red Cross in a respectful, professional, and values-aligned manner.
- Ensuring all personal and financial data, including donor communication preferences, is captured securely via paperless direct debit platforms, and transferred in full compliance with GDPR and Irish charity data regulations.
- Monitor and manage donor attrition proactively during the pilot by ensuring quality acquisition.
- Providing daily performance reporting (DPD) and insights directly to the Project Manager.

Key Proposal Criteria

1. Timeline

- The pilot should commence in Q3 2025 (or earlier) and run for a defined period, to be proposed by the agency.
- A clear rollout and mobilisation plan with weekly donor recruitment volumes must be included.

2. Clawback Policy

- Please clearly outline your clawback terms for non-starters and for donors who cancel within months 1 to 3.
- Include your policy on refunds or credits where applicable.

3. Payment Method of Acquisition

- The preferred method is monthly Direct Debit via monthly Direct Debit.

- Please confirm your systems and procedures for secure and compliant SEPA Direct Debit validation.
- If proposing alternatives, please include justification, benefits, and operational considerations.

4. **Average Gift & Donor Profile**

- Indicate your anticipated average monthly gift (€) based on similar F2F campaigns.
- Provide a breakdown of donors by:
 - i) Tax-effective givers (€21/month)
 - ii) Low-value givers (below €12/month)
 - iii) Mid-value givers (€12–€20/month)
 - iv) High-value givers (€21+/month)

5. **Cost Per Acquisition (CPA)**

- Please provide your proposed Cost Per Acquisition inclusive of VAT.
- No breakdown of internal costs is required but should be factored in the CPA(e.g., fundraiser wages, site costs, management fees).
- If applicable, please also indicate: any projected non-chargeables number of donors based on the low value gifts and average age.

6. **Projected Attrition**

- Detail expected attrition rates at 3, 6, 12 and 24 months, and how you will work to minimise cancellations.
- Include historical benchmarks from similar campaigns if available.

7. **Breakeven Analysis**

Include a clear breakeven demonstration showing when the campaign is expected to become cost-effective based on CPA, average gift, and projected attrition with ROI.

8. **Additional Services**

Please specify any **additional services** included or available, such as:

- Welcome calls
- Donor retention support
- Quality assurance or monitoring tools

Tenders will be evaluated according to the following criteria:

Cost (CPA inclusive of VAT)	25%
Clawback terms & risk management	25%
Relevant experience & track record	20%

Campaign plan & delivery timeline	15%
Data compliance & reporting	15%

Proposals will be assessed based on the following:

- Demonstrated experience in F2F donor acquisition and campaign success.
- Cost-effectiveness and clarity of financial breakdown.
- Robustness of compliance, training, and quality control measures.
- Alignment with the Irish Red Cross's mission, tone, and brand.

Application Process

To apply, please submit a PDF or MS Word Document with details under the following headings:

- Contact details of individual from Agency tendering
- Relevant experience and reference related to similar campaign undertaken recently
- Your understanding of the donor recruitment plans and timeline
- CPA (Cost per acquisition), Total Cost, including VAT
- Evidence of tax clearance
- Evidence of insurances

Submission Details

Please ensure your proposal includes:

- Agency background and relevant experience.
- Campaign plan and proposed delivery timeline.
- CPA inclusive of VAT.
- Attrition projections and breakeven model.
- Information on additional services offered.
- References from previous F2F campaigns.

Applications and queries should be submitted to: **Thahsin Ali** on t.ali@uniteconsulting.ie

Deadline: Friday, 2nd May 2025 at 5PM (GMT)

Late applications cannot be considered.

For any queries or to request a meeting to discuss this RFP, please contact **Thahsin Ali** using the details above. Meetings can be facilitated upon request.