

Request for Tender (RFT)

Development of a National Fundraising & Awareness Campaign

Date: December 12 2025

1. Introduction

The Irish Red Cross Society (IRC) invites tenders from suitably qualified agencies or consultants for the development of a national, multi-year fundraising and awareness campaign to significantly grow unrestricted income and enhance public understanding of the organisation's humanitarian mission.

This Request for Tender (RFT) outlines the background, objectives, scope of work, deliverables, assessment criteria, and submission requirements. Tenderers are encouraged to review all sections carefully.

2. About the Irish Red Cross

The Irish Red Cross Society (IRC) is dedicated to supporting vulnerable individuals and communities in Ireland and around the world. With over 3,000 volunteers across 73 branches and a professional staff of more than 150, the IRC delivers programmes including disaster preparedness and response, health and wellbeing, migration services, and community resilience.

The IRC forms part of the global Red Cross Red Crescent Movement, consisting of 192 National Societies guided by the Fundamental Principles of Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality.

Our Vision

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

3. Fundraising Context

The Irish Red Cross raises income through a mix of direct marketing, digital engagement, philanthropy, corporate partnerships, community outreach, and branch-based fundraising. In 2024, the IRC received approximately €23 million in combined restricted income, via Service Level Agreements and government grant contracts, and unrestricted income including €6.4 million in fundraised contributions supporting core programmes and emergency appeals for domestic and international humanitarian crises.

3.1. Existing Fundraising Channels

- i. Individual Giving: direct mail, digital, telemarketing, DRTV, newspaper inserts.

- ii. Philanthropy and Community Giving: major donors, legacy donors, community events.
- iii. Corporate Partnerships: national and local engagement with Irish businesses.
- iv. Trusts & Foundations: Irish and international grant-making institutions.
- v. Digital Fundraising & Communications: social media campaigns, content management and organisational digital strategy.

3.2 Branch-Based Fundraising

The IRC's 73 branches also generate income through localized community fundraising, ambulance cover for local events, and first aid education. Branches are financially self-sustaining and complement Head Office fundraising efforts in support of Emergency Appeal engagements in response to international humanitarian crises.

4. Awareness Context

The Irish Red Cross is recognised as the main Irish charity working in the area of overseas disaster and relief (28% of Irish public recognise IRC vs 12% for Unicef). We also provide essential services in Ireland for emergencies and domestic disaster preparation for which the awareness level is lower amongst the general public – 11%.¹

We aim to strengthen our public brand recognition across Ireland with particular emphasis on our domestic work, including emergency response and relief and/or First Aid. A core pillar of this project will also be the promotion of volunteerism and raising awareness of our volunteer network across the country.

5. Purpose of this RFT

The IRC seeks to partner with a qualified external agency to plan, design, and support the launch of a national fundraising and awareness campaign that would form a key part of the organisation's overall public engagement strategy. The proposed campaign is intended to begin in the second half of 2026. This seed investment is closely aligned with the organisation's strategic plan for 2025–2030.

6. Campaign Objectives

The campaign should achieve the following objectives:

- i. Develop a unifying creative concept that positions the IRC as a highly visible, trusted humanitarian leader in communities at home and abroad.
- ii. Increase public national support of / contributions to the IRC across direct marketing, digital, corporate, community, and event-based channels as well as through coordinated localised support of and collaboration with IRC branches.
- iii. Expand and diversify the donor base with emphasis on sustainable, recurring income.

¹ NFP Research Analysis, Spring 2025

- iv. Enhance public understanding and active support of the IRC's domestic and international work and impact – with emphasis on the organisation's domestic role.
- v. Maximise visibility for the IRC across digital, social, and traditional media environments.

7. Scope of Work

7.1 Campaign Development

- i. Develop a comprehensive and scalable campaign strategy to underpin a multi-year national public fundraising and awareness campaign in support of the Irish Red Cross.
- ii. Conduct / review existing audience insights via focus group engagement, donor segmentation, and market analysis.

7.2 Creative Concept & Branding

- i. Develop the creative concept including tagline, campaign theme, and visual identity that sits within the brand guidelines.
- ii. Ensure alignment with IRC branding guidelines, potentially incorporating tagline from brand identity work, and humanitarian messaging standards.

7.3 Campaign Planning & Implementation

- i. Define recommended channels including digital (paid media, email etc.), PR, local and nationally focused community activation, and corporate engagement.
- ii. Provide activation & logistics timelines, content calendars, resource requirements and indicative budget.

7.4 Fundraising Product Development

- i. Establish a call to action focusing on building active public, community and corporate participation at national and local levels
- ii. Create messaging, aligned to our brand identity, for one-off giving, regular gifts, legacy giving and community-based fundraising activities as well as opportunities for corporate engagement.
- iii. Recommend digital tools, peer-to-peer fundraising mechanisms, and donor journey enhancements.
- iv. Create a centralized opportunity to incentivize IRC branch participation and amplify public awareness and support of IRC branches at local level².

7.5 Monitoring & Evaluation Framework

- i. Establish KPIs for acquisition, retention, engagement, and income targets.
- ii. Provide reporting templates and recommendations for optimisation.
- iii. Provide strategic guidance throughout the 2026 project implementation.

8. Deliverables

- i. Campaign strategy document and multi-year roadmap.

² The IRC's national branch network to be supported through an agreed revenue sharing model that will divide income fundraised locally by individual branches.

- ii. Full creative concept and sample creative assets.
- iii. Digital content suite (graphics, video scripts, ad copy, messaging).
- iv. Media and PR plan with channel recommendations within budget parameters.
- v. KPI framework and reporting mechanism.

9. Timeframe

- i. Tender Submission Deadline: Friday, January 16, 2026 (follow-up interviews TBD)
- ii. Appointment of Agency: January 2025
- iii. Campaign Launch: Second half of 2026 (exact date TBC)
- iv. Campaign Duration: Annual initiative with multi-year replication potential.

10. Budget Requirements

Tenderers must provide a detailed cost breakdown including:

- i. Strategy and planning fees
- ii. Creative development – including focus groups
- iii. Indicative media buying and placement costs
- iv. Production costs
- v. Monitoring and reporting
- vi. Other...

VAT must be itemised separately.

11. Cost

The tendered price should not exceed €50,000 including vat. The payment shall be based on the work carried out in line with the agreed programme of work.

12 . Application Process

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

- Corporate/agency profile
- Contact details of individual or organisation tendering
- Relevant experience
- CVs of people who will work on the project
- Your understanding of the work to be completed
- Proposed methodology & campaign plan
- timeline and deliverables
- Full financial proposal
- Evidence of tax clearance
- Two references related to similar work undertaken

Tenders will be evaluated according to the following criteria:

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| • Understanding of the work to be completed | 20 points |
| • Experience of tenderer | 25 points |
| • Proposed methodology & Campaign Plan | 25 points |
| • Cost | 30 points |

Shortlisted applicants may be invited to make a presentation to prior to any decision to confirm an appointment.

The issuing of the request for tender does not imply that the lowest cost tender or that any tender will be successful.

13. Administrative & Legal Requirements

Tenderers must confirm:

- i. Tax compliance and valid tax clearance certificate
- ii. GDPR compliance, including data handling policies
- iii. Conflict of interest disclosures
- iv. Insurance coverage (professional indemnity, public liability)

Applications should be submitted to Charlie Lamson, Head of Fundraising at clamson@redcross.ie by 5 pm on Friday, January 16, 2026 with the subject line: Irish Red Cross National Campaign Tender.

Late applications cannot be considered.

For any queries in relation to the tender process, please contact Charlie Lamson.