**Request for Proposal**

Fundraising Services

**Date: December 2023**

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1. HIAS AND HIAS EUROPE OVERVIEW

HIAS is the global Jewish nonprofit that protects refugees whose lives are in danger for being who they are. Guided by Jewish values and history, HIAS works in 22 countries around the world to help refugees rebuild their lives in safety and advocates to ensure that all displaced people are treated with dignity.

HIAS Europe was established in 2019, registered as a NGO in Belgium. The office supports HIAS’ humanitarian work around the world, liaises with EU institutions and bring together the European Jewish community in support of refugees, asylum seekers and HIAS’ humanitarian mission more generally.

1. DESIRED SERVICES & SCOPE OF WORK

HIAS Europe’s fundraising to date has focused on European institutional donors, especially governments. HIAS Europe has two staff focused exclusively on raising institutional funds in Europe for HIAS international humanitarian work (implemented, mostly outside Europe, by HIAS Country Offices). There is no staff to do similar work vis-à-vis private donors, including foundations affiliated with the European Jewish community. Instead of adding staff in-house, HIAS Europe would like to engage services of a company with experience engaging individual donors in Europe, most logically those affiliated somehow with the Jewish community.

Initially, HIAS Europe would focus its fundraising efforts on individual donors in Belgium and the EU, most likely people that identify as part of the Jewish community and take pride in helping displaced persons within the framework of a (European) Jewish organization (i.e. “helping refugees not because *they* are Jewish, but because *we* are Jewish”). In addition to high-end donors, HIAS Europe would be interested to expand its capacity to engage in mass giving in the immediate aftermath of humanitarian crisis. This would require some investment in our digital reach, targeting European Jews.

HIAS Europe is requesting proposals from several firms that have extensive experience and knowledge in Europe in providing fundraising services to Jewish community-affiliated NGOs. Services would include:

* Develop strategy for acquiring individual donors using online and offline techniques; Assist in implementing the actionable points for mobilizing individual donors as per the strategy to achieve the acquisition targets;
* Individual donor acquisition through offline and online mechanisms;
* Identify high-end individual donors and relevant foundations, and support staff with engaging these donors (or engage directly on behalf of HIAS Europe);
* Support with targeting on-line communications with an eye on online fundraising;
* Support in implementing new fundraising products for marketing to individual donors and analyse and provide feedback on performance;
* Provide reports, documentation & analysis on the progress to Communications, Institutional Development and Community Engagement staff.
* Support with technicalities of digital marketing, especially in context of crisis fundraising/emergency campaigns, targeting large number of small donors.
* Provide capacity building support to relevant staff with a view to ensure the sustainability of the engagement with identified donors

1. EVALUATION OF PROPOSALS

Proposals will be scored using the following criteria. Points for each question will range 0-50 the maximum total score is 100 points. Proposals should address each evaluation criteria.

* Management Criteria: Includes the bidder’s experience on similar projects, bidder’s performance on similar projects and the bidder's plan for management of the project. (0-30)
* Technical Criteria: Includes the bidder’s understanding of the service or procurement required, supplier’s qualifications. Does the supplier have the right qualifications (registration, insurance, experience)? (0-20)
* Cost criteria: Is the cost within any pre-determined price range, such as cost estimates from market analysis? (0-50)

1. PROPOSALS FORMAT & REQUIREMENTS

In order to secure information in a form, which will ensure that your proposal will be properly evaluated, you are asked to submit your proposal in the format listed below. Standard proposal formats are acceptable provided the following information is included:

1. Name, address, telephone number and email address for principal contract.
2. A brief outline of your organization and services offered, including:

* Full legal name, jurisdiction of organization or incorporation and address of the company.
* Full legal name and country of citizenship of company’s President and/ Chief Executive.
* Please state which officer in your office will be responsible for managing / administration of the contract.
* Office staff responsible for managing the contract.
* Details of previous experience of providing similar services in Europe.

1. A brief outline of services proposed, methodology and the timelines
2. Name and professional qualifications of personnel who would provide the services.
3. Name, address, phone number and email address of at least two clients of similar industry and scope of operations as HIAS Europe that can be contacted as references.
4. Please provide an estimated annual/monthly fee schedule.

1. CONTACT FOR BID ENQUIRIES

All inquiries concerning this solicitation shall be addressed to the following designated contact:

* Elinor Minett <elinor.minett@hias.org>

Please email an electronic version of your response (via e-mail), including all supporting documentation, and direct questions about RFP to the designated contact.

All questions should be submitted in writing (via e-mail) citing the particular bid section and paragraph number. Bidders should note that all clarifications and exceptions are to be resolved prior to the submission of a bid.

RFP Calendar/ Timeline

* RFP published – 15 December
* RFP response due – 15 January
* Vendor selected and notified – January 30