

Request for Proposal

Technical & Financial Proposal for Digital Agency (Creative + Media) for Supporting Online Branding & Fundraising Efforts of WaterAid India

1. General Information

1.1 About WaterAid India

WaterAid is an international charity established in 1981 with the vision of a world where everyone, everywhere has access to clean water, decent toilets and good hygiene. Headquartered in United Kingdom, WaterAid works in 37 countries worldwide, transforming millions of lives every year with clean water, sanitation and hygiene. WaterAid has been working in India since 1986 and is recognised as a key player in the WASH (Water, Sanitation, and Hygiene) sector at both national as well as state-level. WaterAid has a clear focus – water, sanitation and hygiene – and seeks to improve access to clean water, decent toilets and good hygiene for everyone, everywhere. We believe these basics as fundamental to human and sustainable development and to the eradication of poverty.

2. Statement of Work

2.1 The Need for Digital Agency

WaterAid India wants to build a strong online presence which will boost its brand and help in its fundraising efforts. The digital agency will have to deliver campaigns to support brand reach out and raise monies. The agency will have to deliver on the mutually agreed targets in a specified time-frame with clear demonstration of the value it has created.

2.2 Scope of Work

The selected agency should be able to provide a creative vision, strategy and deliver targets as detailed below.

2.2.1 Strategy Development and Consultancy

- Providing strategic consultancy on the digital strategy for WaterAid India – fundraising and brand building
- Review of digital outreach till now – give insights and analysis of each social media platform and digital marketing tools used for hygiene and campaign content and suggest best way forward
- Identify the digital target audience for WaterAid India from the perspective of brand outreach and fundraising - Audience analysis including socio-geographic demographic analysis, habits, attitude, typologies, giving trends.
- Identifying and developing two key digital campaigns, four microburst campaigns, and online and offline events including creatives, microsites and marketing plans.
- Delivery of digital communications and fundraising materials and creatives as per requirements; campaign graphics, videos, banner adverts, visual, animation, branding, design, direction and motion graphics.
- Track competition and review
- Conduct external benchmarking studies
- Measure return on investment through relevant KPIs
- Pro bono tie-ups with content platforms, influencers and celebrities for campaign endorsements and participation – at least 1 per quarter

2.2.2 Social Media Management

- Day to day social media channel management – Facebook, Twitter, Instagram and LinkedIn
- Monthly and weekly social media calendars
- Creatives including memes, GIFs and videos for day-to-day social media management
- Influencer engagement and management

2.2.3 Fundraising

- Develop a digital marketing strategy to boost WaterAid India's Fundraising efforts
- Two lead generation campaigns every quarter using social media/ emailer/ and other relevant platforms mapped to our relevant audience and geographies.
- One online conversion campaign every quarter with 300 committed donations. ADS of INR 1000
- Measure return on investment on fundraising campaigns.
- Digital campaigns to target Diaspora. In-depth research on the giving markets outside India and appropriate channels to target the same.
- Detailed audience segmentation on philanthropy
- Celebrity Engagement strategy
- ROI on all campaigns to be of above 1

2.2.3 Monitoring and Evaluation

- Provide strong monitoring and evaluation of communication and fundraising content – hygiene content and campaign content.
- Measure and evaluate the reach and impact of our key campaign messages through on ground and online surveys.
- Carry out digital analysis including social metrics
- Carry out sentiment analysis across social media platforms

2.3 Timelines/Term of Service

The agency will be on board till the end of the financial year 2019-2020 after the signing of the contract.

3. Proposal Submission Procedure

3.1 Request for Proposal

WaterAid is requesting interested agencies to submit a detailed proposal as per the outline given below:

- Agency overview including geographic presence, financial details, affiliations with industry bodies and awards won
- Information on similar kind of projects handled previously including detailed creatives for each media as designed for the projects and money raised with targets.
- A detailed concept plan outlining the approach to be followed for the completion of the work.
- A concept plan for a digital campaign you can do for WaterAid India and a marketing plan worth Rs 5 lakh to drive Fundraising and map out the ROI.
- A synopsis of key professionals to be involved in the assignment with their time being committed to the project.

- Products and services
- Socio-economic and geographic markets served
- Partners
- Third Party agencies the agency usually works with
- Three customer references
- Finances for the project. One cost for both creatives and marketing outreach. WaterAid India will only provide additional budgets for boosting campaigns. All the above deliverables will have to be covered within Retainership Fees.
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3.2 Criteria for Selection of Agency

The technical proposals will be reviewed internally by a panel based on the submissions. Weightage will be given to agencies who have worked previously on similar projects. Only shortlisted agency will be notified.

4. Submission of Proposals

Interested agencies are requested to submit their proposal for the same in PDF file format by **8th September, 2019**. Please send your complete proposal along with all terms and conditions to **WAIP2P- Delhi@wateraid.org** with subject line **Proposal for Digital Agency. Do not copy any other e-mail ID while sending the final proposal.**

Note

- Incomplete proposals that do not have the required information will not be considered.
- Proposals received after the date of final submission will not be considered.
- Proposals that are not submitted according to the above criteria will not be considered.
- WaterAid reserves the right to change the above dates or close this request for proposals as per its requirements.