

Request for Proposals – Market Research & Positioning Study

New Israel Fund of Canada seeks to partner with an experienced research and marketing firm to conduct intensive research programs based on two very important needs, image/perception research and donor base research. The research findings and reports should help lead to the development of brand identity, key messaging components, fundraising target and strategy and communication materials for the organization.

A. About New Israel Fund of Canada

New Israel Fund of Canada (NIFC) is the nation's leading organization committed to equality and democracy for all Israelis. We are national organization, based in Toronto. Our work includes outreach and education in Canada as well as project funding in Israel focused on social justice. Specifically, the projects we fund in Israel fall into four categories: women's rights, economic justice, civil and human rights, and religious pluralism.

For almost 30 years, NIFC has worked with the New Israel Fund family, helping hundreds of grassroots Israeli organizations. Its activities have included project funding, capacity building, leadership development and coalition building.

B. Qualifications

The ideal firm for this partnership will be able to:

1. Demonstrated expertise in a full range of research services and analysis.
2. Demonstrated depth, breadth and a recognized history of expertise in non-profit marketing and fundraising strategy.
3. Demonstrated successful completion of similar research programs for organizations like NIFC.

C. Scope of Work and Deliverables

NIFC is soliciting proposals for qualified companies to develop and conduct market research strategies with targeted audiences associated with NIFC. The deliverables are to include, but not limited to:

5. Identify the main value proposition that drives people to support NIFC and causes them to continue for many years.
6. Identify activities or resources that people seek in an organization like NIFC.
7. Understand and communicate the universe of Canadian constituents supportive of progressive views about Israel.
8. Advise on fundraising market demographics and strategies for reaching target markets.
9. Advise on branding and positioning techniques and strategies.

Meet with a team of senior staff members from NIFC and board to discuss dimensions of research, target audiences and strategies for conducting the research

- Determine effectiveness of quantitative and/or qualitative analysis to determine public perceptions of NIFC
- Conduct status meetings (in person or via conference call) during the course of the analysis to discuss progress and any significant issues or outcomes that may be noted
- Report on NIFC's existing marketplace: what is the breadth of progressive Jewish support in Canada? What organizations serve as peers in that marketplace?
- Present a final written report and an oral presentation to the staff and board that includes recommendations for best methods to position and distinguish NIFC, and its unique attributes with targeted audiences
- Based on our history, mission, vision, current strengths and research findings, suggest future initiatives that enable NIFC to strengthen our position in the marketplace

D. Key Constituents

The following should be considered for the research programs:

Source of information

Current mailing list (donors and attendees of events)

- Current board members
- Current staff
- Membership/information from comparable organizations

Persons to be approached

- Constituents with focus on Toronto, southern Ontario, Montreal, Vancouver, Ottawa
- Age groups: under 40, 40-55 , 55+
- Community leaders within Progressive Jewish/Israel communities (including Jewish congregations)
- Prospective people who have never attended an NIFC event or contributed to NIFC and are interested in progressive Jewish/Israel causes.

E. Image and Perception Research: Brand and Competitive Positioning Assessment

We are interested in better understanding NIFC's perceived brand awareness and brand identity in the marketplace. Specifically, we are interested in finding answers to the following fundamental questions:

- What is NIFC's reputation, image or brand? What is NIFC known for? What misperceptions exist about our organization? What are the perceptions?
- What is NIFC's perceived strengths and liabilities?
- What about NIFC's activities, marketing, events contribute to misperceptions and strengths?
- What do people associate with NIFC?

- What benefits are associated with NIFC?
- How well do people know NIFC?
- What barriers are keeping people from supporting NIFC?
- What differentiates NIFC from other progressive organizations focused on Israel?
- What is the most compelling message in support of NIFC?
- What is the most strategic promise NIFC can make in communications? What other messages should accompany this strategic promise?
- What position should NIFC occupy in the marketplace?
- How do these potential positioning statements or messages resonate with people?
- How might the NIFC brand be stronger or strengthened?
- What positioning is the most differentiating?
- Target audience for NIFC?
- Target donor base for NIFC?
- How can we connect emotionally with our target audience?
- What organizations present the greatest competition for NIFC in terms of fundraising?
- How does our message need to shift in relation to different demographics? Geographic nodes?

F. Required Content for Proposal

All proposals must contain a minimum of the following information:

1. Experience and Expertise - A description of the firm's general experience (i.e. company history, experience, list of services provided); - A name, address, telephone number, facsimile and e-mail address for the contact person for this RFP; - A listing of recent clients for similar ventures; - Two references and contact information where you have provided similar services.

2. Methodology and approach - A brief description of your firm's approach and the services to fulfill the requirements of this RFP; - A list and explanation of the activities the firm will engage in to research the requested data; - A depiction of the preferred methods by which your firm measures the results of its work and how the firm envisions tracking the results for this project;

3. Project management - A brief narrative of similar projects you have completed; - The names of the person(s) who will supervise this contract.

4. Timeline and Pricing - Detailed plan on the timeline for the completion of the project; - A description of the general compensation structure for this type of project and costs required to complete the project including any out-of-pocket expenses. Please itemize costs per task and per hour for each consultant assigned to project, as well as additional expenses.

G. Schedule for Procurement Activities and Deadlines

Below are the key deadlines for submission of the proposal to NIFC.	
Task	Deadline Date
Issue RFP for review	April 10, 2014
Due date for RFP to NIFC	May 1, 2014
Notify firms for interviews	May 8, 2014

NIFC reserves the right to revise this schedule. If the schedule is adjusted, NIFC will contact all applicable parties in a timely manner.

To be considered, individuals/firms must submit a complete response to the RFP. Firms not responding to items requested in the RFP or indicating exceptions to such items may have their submittals rejected. Candidates will be notified regarding the status of their proposal at the conclusion of the selection process.

All proposals, plans, and other documents submitted shall become the property of NIFC.

Liability of Costs. Respondents are responsible for their own expense in preparing, delivering or presenting the proposal.

H. New Israel Fund of Canada Contact

Below is the NIFC contact and his contact information for the submitted proposal. Please do not hesitate to contact her with any questions.

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I. Submissions of Proposals

The proposal is to be sent to the RFP contact at the address noted above. The proposal, whether emailed or mailed, must be received at the NIFC office (801 Eglinton Ave. W., Ste 401, Toronto, ON M5N 1E3) no later than 5 p.m. Eastern on Thursday, May 1, 2014. *Proposals received after this deadline may not be reviewed.*