



AFRICAN WILDLIFE
FOUNDATION

Direct Response Fundraising Program

Request for Proposals

Issued: March 28, 2024

Response Due Date: April 30, 2024

Questions and responses to this RFP may be submitted via email to
Kylie Rush, Director of Annual Giving at krush@awf.org.

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Who We Are

AWF is the largest and oldest African international conservation organization. We are based in Africa with African leadership at every level of the organization. We focus on building a future where people and wildlife thrive, through a conservation agenda that is African-led, with strategies that bridge science, on-the-ground solutions, policy, and education. We work directly in 10 countries across 17 landscapes, and our networks, business development, and policy approaches span the continent.

Our emphasis on African capacity and African leadership differentiates AWF from everyone else and informs everything we do.

Mission

To ensure that wildlife and wild lands thrive in modern Africa.

Vision

An Africa where sustainable development includes thriving wildlife and wild lands as a cultural and economic asset for Africa's future generations.

Background & Context

For over 60 years, AWF has pioneered conservation that emphasizes African leadership and ownership. This approach is the cornerstone of our work today. We're committed to helping Africa's governments and people navigate the continent's rapid development with their magnificent wildlife and wild lands conserved, restored, and contributing to sustainable green growth.

We do this through an integrated approach with complementary strategies designed to bring conservation into decision-making, promote sustainable coexistence between people and wildlife, and protect wildlife at risk. This approach centers around three interconnected pillars:

- **Leading for Wildlife** - Integrating conservation into decision-making across all levels of society
- **Living with Wildlife** - Modeling scalable conservation strategies that create opportunity for people
- **Caring for Wildlife** - Protecting wildlife under the greatest threat now, before it's too late

Almost 20% of the 8 billion people on Earth are in Africa. Our cities are growing. Our economies are growing. Demand for our natural assets is growing. And those assets are important to the world, from the rare earth minerals necessary for electric car batteries to the massive Congo Basin rainforest that sequesters more carbon than the Amazon. How we define progress will touch the lives of everyone, regardless of where they live. And it will most certainly define the future of the continent's wildlife and wild lands.

In 2023, we launched an ambitious \$300,000,000 campaign to grow the organization and achieve our ambitious goals. Now, AWF needs to maximize financial resources to ensure our ambitious goals are met.

Services Requested

AWF seeks an external firm to provide full-service direct response fundraising – comprised of both membership and mid-level donors – to support this period of evolution and growth for the organization. We have already begun scaling up resources with our frontline fundraising teams and are looking to continue to scale our growth through the Annual Giving program.

Specifically, African Wildlife Foundation seeks support from a partner to:

1. Raise a total of \$5,000,000 from the Annual Giving audience within the first contract year.
2. Grow African Wildlife Foundation's donor base and pipeline.
3. Build mission and brand awareness across all platforms to bring supporters on a transformational journey.
4. Promote a cohesive message across print and digital channels to provide consistency for AWF supporters.
5. Improve analysis of fundraising performance and deploy new strategies to engage the AWF donor base.

Scope of Work

- Develop a comprehensive direct response strategy for both programs that utilizes print and digital channels to achieve fundraising success across the U.S., U.K., and Canada with possible expansion to other countries in African and European markets.
- Manage budget, schedule, production, testing, messaging, and creative for all direct response campaigns including, but not limited to, special appeals, renewals, lapsed donor reactivation, acquisition, and stewardship.
- Utilize segmentation and customization where possible to increase engagement and encourage movement of supporters through the donor pipeline.
- Grow the AWF sustainer base through strategic print and digital appeals that encourage monthly giving.
- Utilize key performance indicators (KPIs) and analyze results in order to create strategies that optimize revenue.
- Creation of inclusive content to appeal to a diverse audience.
- Development of cross-channel opportunities to convert direct mail donors into digital and/or multi-channel donors.
- Develop a comprehensive digital marketing strategy that includes social media ads/campaigns and search engine marketing (SEM) with possible expansion into SMS marketing.
- Advise on website content as it relates to campaign landing pages and donation forms.
- Interface closely with the AWF Marketing and Brand team to ensure all direct response content follows AWF's brand guidelines and approved messaging standards.
- Create and deploy ad-hoc, rapid response advocacy campaigns as needed.

Submission Guidelines

Submission Requirements & Evaluation Criteria

The following is a list of required information that must be provided in the proposal. A proposal that does not include all required information may be deemed unresponsive and is subject to rejection.

- 1. Agency Qualifications
 - a. Overview of agency
 - b. Relevant experience with organizations of a similar size, mission, and international scope
- 2. Proposed Services
 - a. Overview of strategic approach
 - b. Approach to data analytics and fundraising KPIs
 - c. Sample client-facing report(s)
 - d. Description of privacy and data security practices
- 3. Staff Qualifications
 - a. Structure of the team that would oversee AWF’s account
 - b. Names, roles, and experience for all members of the account team
 - c. Approach to client management and communication
- 4. Cost Breakdown
 - a. Proposed budget and breakdown of expenses based on Scope of Work
 - b. Fee structure and payment schedule for services
- 5. References
 - a. Three (3) professional references, preferably from organizations of a similar size, mission, and international scope

AWF will evaluate applicants based on experience, cost, and ability to satisfy the proposed scope of work.

Submission Instructions & Timeline

Proposals must be submitted via email to Kylie Rush, Director of Annual Giving, at krush@awf.org by April 30, 2024. A select number of agencies will be invited to make a formal, virtual presentation to the evaluation committee to include representatives from AWF’s fundraising, marketing, and operations departments.

Activity	Completed by
Launch of RFP	March 28, 2024
Written Questions Accepted	April 10, 2024
Questions Responded	April 15, 2024
Proposals Submitted	April 30, 2024
Review and Notification of Finalists	May 14, 2024
Finalist Presentations	May 20-31, 2024
Final Selection of Agency	June 7, 2024
Selected Agency Begins	July 1, 2024

An initial one-year agreement will be signed with the selected agency with the option to renew the contract at the end of the fiscal year.

AWF Contact Information

For additional questions or inquiries, please contact:

Kylie Rush
Director of Annual Giving
African Wildlife Foundation
krush@awf.org
Direct: 512.200.1118

Appendix

- i. [Strategic Vision](#)
- ii. [Resilient Africa Campaign Case for Support](#)
- iii. [2023 Annual Report](#)
- iv. [AWF Messaging Toolkit](#)
- v. [Videos & Resources](#)