



# Request

# For Quotation

# Futures For Youth Content Library Development

Main Facts Table	
RFQ reference	RFQ FY25-188 Future for Youth Content Library Development
RFQ launch date	21 <sup>st</sup> August 2024
Contract Manager	Nicki Lamont-Cholfe and Mafalda Guimaraes
<b>Deadline for submission of offers</b>	11 <sup>th</sup> September 2024

Submission of offers to [procurement@plan-international.org](mailto:procurement@plan-international.org)

*Please include the RFQ reference number above in all correspondence*

## Background Information on Plan International

Plan International is an independent development and humanitarian organisation that advances children's rights and equality for girls.

We believe in the power and potential of every child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it's girls who are most affected. Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children.

We support children's rights from birth until they reach adulthood. And we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

We have been building powerful partnerships for children for over 85 years, and are now active in more than 75 countries.

Read more about Plan International's Global Strategy: **Girls Standing Strong** at <https://plan-international.org/strategy>

## Background to this Assignment

Futures For Youth is a product that receives donations as unrestricted funds and uses them where they are needed most.

Through an insights-driven approach, it has been designed specifically to engage and convert new young donors.

As such it is cause-led, flexible and seeks to connect with young people in the spaces where they are most active. This approach provides a unique opportunity to establish deeper connections with donors and cultivate long-term relationships with a new generation of supporters.

The primary purpose of this consultancy work is to gain professional assistance in the content ideation, gathering and creation processes of an asset library for Futures For Youth

## Overall project logic

Futures For Youth uniquely combines an innovative, youth led fundraising model with the experience, reach and infrastructure of a long-standing INGO.

1. Young people are the voice of our movement;
2. We share impact rapidly, regularly visually and in a digestible form
3. We are transparent about how we use your donations and education you as to why
4. We offer simple, flexible ways to donate, to suit your finances

## Intended results

FFY at its core is a fundraising product. The first and most important KPI of FFY is increasing unrestricted fundraising revenue.

FFY is meant to so surprise, delight, educate, inform, inspire and ignite action and donations among our Millennial and Gen Z target audiences by standing out from the crowded fundraising marketplace with

regular, bite-sized, first-person stories from individuals participating in Plan activities to maximize unrestricted income from this group of donors.

Through Futures for Youth storytelling, there is no more “Us” and “Them”, now there is “We”. Our audience has a strong need for connection and these stories will bring donors and storytellers closer together, to **raise funds** and awareness around the issues that matter most to them, ultimately creating change in the futures of youth participating in Plan projects around the world and building the feeling of being part of a movement.

## 1. Requirements

This project will be a holistic end-to-end development of campaign and organic communication materials that supports our Futures For Youth initiatives. Futures For Youth is a youth led product the organisation is in the process of releasing. The raw video content should come from our programme units in the countries where we operate.

This project will include the ideation, creation and production of static and video bite-sized, lo-fi and raw content. Video and photo assets will be narrated by young storytellers who are participating in Plan activities, telling their stories that cover a range of geographies and themes/issues that matter to them.

Our selected agency will:

- Work with our youth mobile journalists to help direct and capture their storytelling,
- Edit stories into short, digestible, bite-sized videos that appeal to a digitally-focused youth audience,
- Develop static units (both photo-based and text-based),
- Support in the development of a supporting marketing campaign and associated materials

Ultimate project success will be the development of an off-shelf asset library that offices can use in support of their FFY fundraising and communication efforts.

### Project time period

In an ideal state, this would be a rolling project in which we would outline final deliverables and prioritize segments of the final assets in blocks so delivery can happen on a rolling basis. Once the agency is onboarded, we would like to start producing content immediately, with the first assets being delivered within 5 weeks of kickoff.

### Target audience

Our target audience is made up of 25-35 year old Millennials. We want to attract new audiences and therefore are turning to this younger segment. Millennials are running businesses, they are getting closer to 40 – they have disposable income and an ability to donate.

We also want to look at 18-24 year old Gen Zs. As we know, they are highly engaged in relevant issues, they don't currently have significant disposable income but they will soon.

Target audience discovery and creation was a large part of our product development and as a result, we have a wealth of information and background that talks to the motivations, pain points, barriers, and other interests of this target audience in which we can share in detail with the final agency.

In the event that the selected agency has previously collaborated with Plan International, there is an option to reuse preexisting Plan content, adapting it to the necessary format for Futures For Youth. If the agency hasn't previously worked with Plan International, video and static content must be collected in our programme countries. Please find more information on which countries Plan International operates in here: <https://plan-international.org/where-we-work/>

## Project Deliverables:

The project deliverables will be static images and edited short videos along with their raw content. All final materials should be shared in a format in which can be edited by markets as needed (IE if a market needs to change the text from English to German or Spanish, etc).

## Users

Users of the video and static content will be Plan International's National Offices (IE fundraising offices) looking to pilot the Futures For Youth product. Current and prospective donors will be targeted with all fundraising content developed by the successful agency.

## Participant selection

Participants will involve the Global Fundraising Services Support, Global Communications teams and content specialists including:

Mafalda Guimaraes  
Nicki Lamont Cholfe  
Emma Bergflo  
Procurement team as needed

## Requirements (to be met in full):

Launch campaign - Full		
Description/Deliverable	Number of Units	Timelines/Due Dates
Video	45 units (5-15 seconds each)	All due dates will be dependent on the WBS for this project as co-created by Plan and the selected agency. Deliverables will be due on a rolling schedule, to be agreed by both parties
Static image units	19	
Text-based units	13 to 20	
Banner units	10	
Graphic images	18	
SEA units	TBC	
Marketing pack		
Paid	Organic	Timelines/Due Dates
• Text-based search ads	• 36 video units (5-30 seconds)	All due dates will be dependent on the WBS for this project as co-created by Plan and the selected agency. Deliverables will be due on a rolling schedule, to be agreed by both parties
• 9 video units	• 18 graphic units	
• 7 static image units	• 12 photo units	
• 1 text-based unit	• 6-12 emails	
• 10 banner units	• 6 SMS units	
	• 9 blogs	
	• 1 petitions	

## Additional tasks:

- Direction, project management and overall communication of our Programme area storytellers
- Content gathering, ideation, creations and processing for all specified deliverables
- Youth casting for video and static content

## 2. Expected qualifications of Consultant

- Proficient in creating fundraising and communication content targeted towards younger digital demographics
- Proficient in creating fundraising and communication content for specific social media platforms
- Intimate knowledge of requirements of individual SoMe platforms
- Ability to professionally and sensitively work with young storytellers to accurately extract their story in a way that maintains their dignity and showcases them as strong agents of change who have agency over their own lives
- Experts in video and photo editing software
- Competent project and account managers
- Knowledgeable in anti-racist and anti-colonial content gathering strategies and methodologies
- Proven experience carrying out similar briefs for INGOs
- Proficiency in content gathering, editing in Plan International's programme countries
- Proficiency in script writing and interviewing subjects aged 16-19

## 3. List of documents to be submitted with the RFQ

RFQ must be inclusive of the following documents:

Document	Form
Supplier Questionnaire: (Inclusive) of Health & Safety Policy, ISO Accreditation and any other requested policies as outlines in the questionnaire). All suppliers should complete this form unless they have already completed a similar form within the last three years.	Annex (A) – All companies to complete. Individuals need only complete applicable areas, the areas that are not applicable mark as N/A
Plan International Non-Staff Code of Conduct. It is mandatory for all supplier to agree to this policy.	Annex (B)
Detailed proposal in response to the ToR including proposed scope, methodology and timelines	
Company profile / Team Structure & CVs	
Ethics and child safeguarding approaches, including any identified risks and associated mitigation strategies	
- Example of previous work - Examples of social media content you feel portrays a similar tone and/or style that would fit the needs of Futures For Youth. This content does not need to be material that your office has produced or has any association with – we are simply looking to get an understanding of how you see FFY coming to life on social channels	
References	
Detailed Financial proposal, including daily fee rates, expenses etc.	
Examples of previous work	

#### 4. Submission of offers

Offers must be received before the deadline specified in the “Request for Quotations”

The offer must be sent via email to [Procurement@plan-international.org](mailto:Procurement@plan-international.org), with the subject line “RFQ FY25-188: Futures For Youth Content Library Development”

#### 5. Evaluation of offers

Shortlisted suppliers may be invited to discuss their proposals in more detail at Plan’s discretion.

Plan International, at its sole discretion, will select the successful RFQ.

Plan international shall be free to:

- Accept the whole, or part only, of any submission
- Accept none of the proposals
- Republish this Request for Quotations

Plan International reserves the right to keep confidential the circumstances that have been considered for the selection of the offers.

Part of the evaluation process may include a presentation from the supplier and a site visit by Plan International staff, to offices.

**Women-owned businesses and companies actively engaged or advancing gender equality and women empowerment in the workplace are especially encouraged to apply.**

Value for money is very important to Plan International, as every additional £ saved is money that we can use on our humanitarian and development work throughout the world.

Plan International may award multiple contracts and all contracts will be non-exclusive.

#### 6. Contract Payment terms

Please note that, if successful, Plan International’s standard terms of payment are **30 days** after the end of the month of receipt of invoice, or after acceptance of the Goods/Services/Works, if later.

#### 7. Plan International’s Ethical & Environmental Statement

The supplier should establish environmental standards and good practices that follow the principles of ISO 14001 Environmental Management Systems, and in particular to ensure compliance with environmental legislation

#### 8. Clarifications

The onus is on the invited companies to ensure that its offer is complete and meets Plan International’s requirements. Failure to comply may lead to the offer being rejected. Please therefore ensure that you read this document carefully and answer fully all questions asked.

If you have any queries in relation to your submission, or to any requirements of this RFQ, please email:

[procurement@plan-international.org](mailto:procurement@plan-international.org).

Thank you for your proposal.