

DATE: 07 June 2024

REQUEST FOR EXPRESSION OF INTEREST: No. EOI/PSP/Malaysia/2024/001

FOR THE PROVISION OF

FACE TO FACE AND DONOR ACQUISITION SERVICES

CLOSING DATE AND TIME: 4<sup>th</sup> July 2024 – 23:59 hrs Kuala Lumpur time zone

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## 1. Who we are?

The Office of the United Nations High Commissioner for Refugees (UNHCR), established on December 14, 1950, by the United Nations General Assembly, is the world's leading organization dedicated to saving lives, protecting rights and building a better future for refugees. Today, UNHCR is one of the world's principal humanitarian agencies. Their staffs of more than 18,000 personnel are helping more than 103 million people in 137 countries. For more information, please see [www.unhcr.org](http://www.unhcr.org).

UNHCR began its operations in Malaysia in 1975 when Vietnamese refugees began to arrive by boat in Malaysia and other countries in the region. For over 40 years, UNHCR has worked to assist the Government in providing protection to, and assistance for, refugees in the country. Today, UNHCR's humanitarian programmes protect and assist over 180,000 refugee men, women, and children in Malaysia.

The Public Sector Partnership (PSP) service of the United Nations High Commissioner for Refugees in Malaysia raises awareness on refugee issues and asks individuals to financially support UNHCR's activities through professional Face-to-Face (F2F) interactions with members of the public and other fundraising channels. This has been done since March 2017 as part of a global UNHCR strategy of awareness raising and increasing private sector funding.

Since its launch in March 2017, F2F fundraising activities in Malaysia are outsourced to external service providers. As of 2023, UNHCR Malaysia has garnered the support of over 50,000 individual donors, a significant majority of whom contribute on a monthly basis. Despite the challenges of COVID-19, over 12,000 new sign-ups were collected in 2022. Face-to-Face is a key pillar of PSP Individual Giving strategy in Malaysia and continued growth is expected in coming years.

**This REOI will be used to prequalify companies for further operation assessment by PSP Malaysia fundraising team.**

## 2. Objective of the Expression of Interest

UNHCR PSP Malaysia intends to identify and pre-qualify companies with experience in Face-to-Face donor acquisition services for the supply of the following specific services:

- KPI: 500 new donors with 60% credit card, and 40% donor age 35 years old and above
- Conduct the F2F fundraising campaigns at events, businesses, and targeted public sites (street) to solicit regular giving (i.e. monthly) donations.
- Staff Administration: Recruitment of Staff, Staff Administration, Logistics Arrangement that Supports the F2F Operation, Control and Submission of Donation Forms or handheld device, Training, Motivation, Performance Assessment and Monitoring Staff Conduct.
- Reporting: Prepares and submits weekly and monthly location plans for all F2F teams, providing weekly, monthly, quarterly and yearly reports of donor acquisition results and claw back reports.
- Channel & Territory Management: Channel, territory and event coordination as well as weekly reporting of donor acquisition results for UNHCR.

- Data entry and daily processing including verification calls and transmission of the personal data of the newly acquired donors.
- Frontliners travel arrangements and event / competitions arrangements.
- Any other support services related to the provision and efficient delivery of the F2F donors acquisition services.

### 3. EOI Submission

Please confirm via email the receipt of this ROEI invite to Rachel Bagnall (Assistant PSP Operations Officer) at [bagnall@unhcr.org](mailto:bagnall@unhcr.org)

Your EOI submission should also be submitted via email as per above.

### 4. Pre-qualification

Please use Annex B technical response form to provide the below, no other format will be accepted.

Criteria	Documents, information to be provided to establish compliance with the set criteria
Your company must have a local operation in Malaysia and your company must be authorized to work/do business.	Please fill out Annex B as your response form to provide this information.
Your company must have the capacity and capability to provide services as listed under this Terms of reference point 2.	Please fill out Annex B as your response form to provide this information.
Compliance with UNHCR data protection	Please fill out Annex B as your response form to provide this information.
Compliance with UNHCR general terms and conditions	Please fill out Annex B as your response form to provide this information.
Please list all your on-going and/or completed projects and clients for F2F donor Acquisition in charity sector, focusing on regular donor recruitment in Malaysia.	<p>Please fill out Annex B as your response form to provide this information.</p> <p>Your company must have at least one (1) project and client for F2F donor Acquisition in charity sector, focusing on regular donor recruitment in Malaysia.</p>
<p>Capacity and experience to acquire quality donors to achieve long-term commitment.</p> <p>Please provide projection for the upcoming 12 months in terms of expected gross donor number, average monthly donation, and corresponding attrition rates (pre-debit, 3-6-12 months basis); based on realistic capacity / availability, even if it is higher or lower than UNHCR requirements. The proposed figures must be supported by:</p> <ul style="list-style-type: none"> <li>• evidence from past performances</li> <li>• strategy to achieve them.</li> <li>• market average (to check how your company is performing against market average)</li> </ul>	<p>Please fill out Annex B as your response form to provide this information.</p> <p>The minimum accepted KPIs are:</p> <p>2500 gross number of yearly donor  MYR 60 as average monthly donation  18% as pre-debit attrition  42% as 12 months attrition on cumulative basis</p>

<ul style="list-style-type: none"> <li>• Reporting capabilities,</li> </ul>	<p>The reports must show high quality and prove data driven approach.</p> <p>please submit with your proposal the following sample:</p> <ul style="list-style-type: none"> <li>• One (1) sample weekly report on donor acquisition results</li> <li>• One (1) sample monthly report on donor acquisition results</li> <li>• One (1) claw back report</li> <li>• One (1) channel &amp; territory/event report</li> </ul>
<p>Fundraising team structure, describe current headcount volume for:</p> <ul style="list-style-type: none"> <li>• Fundraisers</li> <li>• Team Leaders</li> <li>• City Coordinator</li> <li>• Trainer/Coach</li> </ul>	<p>Please fill out Annex B as your response form to provide this information.</p> <p>The minimum accepted numbers are:</p> <ul style="list-style-type: none"> <li>• 10 Fundraisers</li> <li>• 2 Team Leaders</li> <li>• 1 City Coordinator</li> <li>• 1 Trainer/Coach</li> </ul>

Kindly note that UNHCR PSP Malaysia will benchmark your technical proposal to the above minimum requirements.