

SELF HELP AFRICA – REGULAR GIVING ACQUISITION 2025/6

Contact Details	
Brief Owner	Self Help Africa
Contact Information	Self Help Africa 4th Floor, Joyce's Court, 38 Talbot Street, Dublin 1. D01 C861 Tel. +353 (0)1 677 8880 www.selfhelpafrica.org Contact Person: Maria Caldwell: maria.caldwell@selfhelpafrica.org

Background
<p>About Self Help Africa</p> <p>Self Help Africa is a leading international development charity with an expertise in small-scale farming and growing family-farm businesses. We are motivated by injustice, by our expertise in small-scale agriculture and family-farm business, and the opportunity we have to help small farmers change the lives of their families.</p> <p>Self Help Africa was initially established during the 1980's. In 2014 Self Help Africa merged with another Irish organisation - Gorta - who had been working in the African continent for almost 50 years; and in 2018 the merged entity rebranded as Self Help Africa. Now, more than six years on Self Help Africa is reaching twice as many people - last year alone impacting over two million people - across 10 countries in sub-Saharan Africa.</p> <p>In late 2021, Self Help Africa merged with United Purpose, a UK based NGO who work with communities in Africa, as well as Asia and South America.</p> <p>Self Help Africa Regular Giving:</p> <p>Face-to-Face (D2D) fundraising has long been part of the fundraising mix in Self Help Africa (and Gorta). There was a break in recruitment from 2010 to 2015, but door -to-door recruitment actively resumed in 2015. From 2015 to 2023 we engaged with a number of agencies some with mixed results. We are now requesting new proposals to fulfil our face-to-face donor recruitment for 2025 and into 2026</p> <p>For Self Help Africa, our core mission is to end hunger and poverty in rural Africa. Therefore, to fulfil this mission, a primary goal for the SHA Fundraising Team is to have a robust, consistent income from loyal regular donors; and to continue to maintain and increase the numbers of regular monthly givers in our database.</p>

Requirements

Self Help Africa requires the acquisition of 1200 new monthly Direct Debit donors
This is comprised of 1000 (one thousand) donors in the Republic of Ireland and a test recruitment of 200 (two hundred) donors in Northern Ireland over 12 months commencing in Q1 2025, or as early as possible thereafter.

Donors are to be recruited through **Door2Door** or **Private Site** methods only.

Your proposal must include

- Cost per Acquisition (CPA) per donor; and any grading method used (by age of donor, by gift amount etc)
- The VAT rate to be applied to all elements of the service provision
- Project Management set up costs or any other associated set up costs incl VAT
- The details of clawback, or donor returns processes for those donors that 'do not start' (cancel) before 1st payment; or fail payments in the first 1 - 3 months.
- Provide an estimated time-line to completion.
- Projected non-starter rates and Year 1 attrition / retention based on previous experience and similar campaigns for other non-profit clients
- Previous experience if any with other INGOs
- Detailed description (workflow) of the donor sign-up process - from meeting the donor through to the donor data being exported to SHA, including all the different donor touch points (e.g. SMS/Email/Confirmation Call) and information sharing with SHA
- Details of any collateral or branded materials that are *essential* to the agency commencing the campaign e.g. branded clothing for the FR agents; branded stand for private-site recruitment; leave behinds; pitch card etc
- Confirmation that the agency will fulfil and manage the Charities Institute Ireland requirements around the Face-To-Face diary on behalf of Self Help Africa.
- Any other information that the agency believes will add value to their quote; and lead to a positive partnership with Self Help Africa.

Target Audience & Competitors

Audience	<p>Donors are adults living full time in Republic of Ireland and Northern Ireland Donors have bank accounts that can make SEPA payments (DDI in N. Ireland) Donors are above 25 years old and less than 75 years old Donors are recruited through Door2Door or Private Site but not on-street F2F.</p> <p>Exclusions: Self Help Africa does not actively recruit donors via face-to- face that are:</p> <ul style="list-style-type: none"> • in fulltime education • who are / in receipt of unemployment payments
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Target Audience & Competitors	
	<ul style="list-style-type: none"> vulnerable adults – including adults 78 years old and over
Competitors	<p>Our key competitors in this space are other established international NGO's including:</p> <ul style="list-style-type: none"> Concern Trocaire Unicef Oxfam Plan <p>And the numerous domestic charities who also conduct face-to-face campaigns.</p>

Project Timeline	
	<ul style="list-style-type: none"> Recruitment to take place starting in Q1 2025 or as soon as possible thereafter and continuing into 2026 if required to meet target. There is a possibility of extending the budget in 2026 to recruit additional donors depending on the success of the campaign overall. (Non-starter rates, and attrition rates will be taken into consideration when determining the 'success' of the campaign, not just quantity of donors.)

Budget	
	<p>Agency / Supplier must provide a quote that includes all costs including VAT and should further include:</p> <ul style="list-style-type: none"> Cost per Acquisition (CPA) per donor The VAT rate to be applied Project Management set up costs or any other associated set up costs The details of clawback, or donor returns processes for those donors that 'do not start'(cancel) before 1st payment; or fail payments in the first 1 - 3 months. Northern Ireland recruitment for 2025/26 a pilot 'test' campaign and this element of the quote should be priced separately, within the overall proposal.

Proposal Submission & Additional Information	
	<p>When supplying your quote & proposal, please respond to each of the bullet points listed in the 'Requirements' and 'Budget' sections.</p> <p>This is a competitive process due to the value of the contract, and SHA is seeking quotes from a number of suppliers.</p> <p>Suppliers must be registered to operate in the Republic of Ireland and Northern Ireland. We require all suppliers to adhere to the Charity Regulator's guidelines and policies, and all relevant</p>

legislation in the Republic of Ireland and Northern Ireland, and suppliers must include a statement confirming same in their submission.

Policies related to this tender opportunity are available [here](#).

Any **questions relating to the brief set out above must be submitted by email only** to maria.caldwell@selfhelpafrica.org on or before 24/01/2025.

All final proposals in response to this brief must be submitted by email only to tenders@selfhelpafrica.org - copying maria.caldwell@selfhelpafrica.org on or before 31/01/2025.