

- Contract for Tender -

Professional Fundraising Copy Writer

BeLonG To Youth Services

1. Background

BeLonG To Youth Services, founded in 2003, is the national organisation for lesbian, gay, bisexual & trans (LGBT) young people. BeLonG To provides support services to LGBT young people, their families and professionals who work with LGBT youth through our nationwide network of 22 locations across the country.

BeLonG To is a significant campaigning and advocacy organisation and runs Ireland's largest anti-bullying campaign 'Stand Up! LGBT Awareness Week' which works to eliminate homophobia & transphobia from society.

BeLonG To is the largest Irish LGBT Rights organisation and is seeking to appoint a Professional Copy Writer on a consultancy basis with significant experience of fundraising copywriting to augment our professional in-house fundraising team.

2. Description of Required Services

2.1 Production of x5 Fundraising Appeals Per Annum

The production of 5 direct marketing appeals per annum to include all copy, follow up thank you communications, landing pages for online components etc.

2.2 - Production of Quarterly Newsletters Commencing Sept 2015 & Quarterly Thereafter

Production of quarterly print & digital newsletters highlighting the impact of the organisation commencing with the publication of the 1st one in Sept 2015 and quarterly thereafter for the duration of this contract.

2.3 - Production of Annual Reports

Production of Annual Reports for the financial years 2013, 2014 which are currently outstanding and on a rolling annual basis for the duration of this contract due for publication by close of Q1 of the year following the period to which it relates.

3. Budget

See below for a template for submitting a budget of costs as part of this tender, it is a requirement to use the template provided.

4. Non Compete Clause

The successful contractor may be required to accept a non compete clause at contract phase.

5. Duration of the Contract

The duration of the contract shall be for a period of 2 years with a six month probationary period with an option for an extension for an additional 2 years on the basis of the original contract at the sole discretion of BeLonG To Youth Services.

Note: BeLonG To Youth Services reserves the right to offer a shorter term contract or to divide the services outlined at point 2 above among multiple contractors at its sole discretion.

6. Design, Usability, etc

Design Criteria

The overall tone of the materials should conform to the corporate identity of BeLonG To Youth Services.

Accessibility and Usability Requirements

It is desirable that tenderers have experience of writing in 'Plain English' and have undertaken or express a willingness to undertake training in respect of this.

7. Ownership

Ownership of copyright shall vest in BeLonG To Youth Services. BeLonG To retains all editorial control, including final sign-off. All obligations will be set out in final contract.

The appointed contractor shall be entitled to use produced copy, non-commercially for portfolio and promotional purposes only, subject to the prior approval of BeLonG To Youth Services.

8. Details to be included in Tenders/Proposals

Note: Due Date for Submission of Tenders:

Friday 23rd, July 2015, at 5pm, by email only, to oisin@belongto.org

Shortlisted tenderers may be invited to an interview at BeLonG To the week commencing Monday 27th of July

Tenders should provide, as a minimum, relevant information using the headings below and preferably in the order given:

Company information

- Name of tenderer
- Place of business and postal address
- Contact person's name and title including telephone, fax number and email address
- Sub-contractor agreements - provide details of any agreement with any proposed sub-contractor.

Proposed team

Provide details of each person who will work on this project – name, role, qualifications and relevant experience.

Previous Experience and References

Please provide details of previous experience in copywriting fundraising appeals, organisational newsletters and annual reports. Tenderers are invited to submit along with the tender document samples of portfolio work related to the two referees named.

Please provide the contact details of two client referees for whom the tenderer has developed similar projects and who are available to talk to BeLonG To. Please provide a brief description of the project relevant to each referee.

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Compliance

Please state how your tender complies with relevant international and Irish government standards, e.g. accessibility

Budget

The following template is to be completed and included in submissions. It is designed to assist tenderers calculate their fees/costs and to assist BeLonG To in comparing submissions.

| <i>Fee/Cost Elements</i> | <i>Fee / Cost</i> | <i>VAT</i> | <i>Total</i> |
|--------------------------------------------------------|-------------------|------------|--------------|
| 2.1 Production of Annual Reports | | | |
| Production of Legacy Annual Impact Reports 2013 & 2014 | | | |
| Production of Annual Impact Reports (annual basis) | | | |
| 2.2 Production of Quarterly Newsletters | | | |
| Per Quarter | | | |
| 2.3 Production of x5 Appeals per Annum | | | |
| Per Appeal | | | |
| | | | |
| Sub Totals | | | |
| TOTALS | | | |

Additional Fees:

| <i>Description</i> | <i>Free</i> | <i>VAT</i> | <i>Line Total</i> |
|--------------------|-------------|------------|-------------------|
| | | | |

**Please add additional rows as necessary to the additional fee's table*

9. Conditions of tendering

Agreement

The successful tenderer (the supplier) will be required to enter into a formal contract with BeLonG To Youth Services.

Ownership of tender documents

All tender documents will become the property of BeLonG To Youth Services on submission.

Tender validity period

Offers shall remain open for acceptance for six months from the submission of the proposal.

Compliance, partial compliance or non-compliance

The tenderer will be taken to agree or comply with all conditions of all parts of this document unless the tenderer specifies otherwise in writing, giving reasons.

Tenderers to inform themselves

Tenderers are responsible for taking all necessary steps to inform themselves of the client's requirements, terms and conditions in regard to tendering for this project.

Tenderers to meet costs

Tenderers are to meet all costs of responding to this document, including preparation, submission, lodgement and negotiation costs.

Criteria for selection

The following are examples of the types of criteria that BeLonG To will use for selection:

- Demonstrated 'Return on Investment' for previous fundraising copywriting work linked to portfolio submission & references
- Demonstrated understanding of the project requirements.
- Relevant qualifications and professional experience of the proposed team
- Demonstrated ability to deliver within the required timeframe.
- Value for money.
- Level of compliance with terms and conditions of the agreement.
- Nature of the endorsement from referees (referees may not necessarily be contacted).
- Financial soundness and viability.

Desirable Criteria

- Previous experience in copywriting for an LGBT organisation or minority community organisation in a fundraising capacity with demonstrated success.

Acceptance of tenders

- BeLonG To Youth Services may accept the whole or part of a tender.
- BeLonG To Youth Services does not necessarily accept the lowest priced tender or any tender.
- BeLonG To Youth Services reserves the right to negotiate with any tenderer or to seek clarification of the contents of a tender from any tenderer.
- BeLonG To Youth Services reserves the right to obtain any of the nominated products and services from any party, whether that party is a tenderer or not.
- Nothing in this document, or in any tender, or both, shall be construed to create any binding contract (express or implied) between BeLonG To Youth Services and any tenderer.
- BeLonG To Youth Services reserves the right to stop or vary the tender process, or re-tender, at any time.