



# International Rescue Committee United States of America

## Request for Proposal (RFP)

Workstream 1: Offline Acquisition & integration

Workstream 2: MMUSA Direct Mail Production

Planned Timetable	
Issue Request for Proposal	May 18 <sup>th</sup> , 2026
Suppliers return signed Intent to Bid forms due date	May 22 <sup>nd</sup> 2026
Questions from Suppliers due date	May 27 <sup>th</sup> 2026
Answers to Suppliers questions due date	May 28 <sup>th</sup> – 29 <sup>th</sup> 2026
Bid submission due date	June 23 <sup>rd</sup> 2026
Bid Opening and Evaluation date	June 24 <sup>th</sup> – July 1 <sup>st</sup> 2026
Finalist Vendors Notification for Presentations	July 2 <sup>nd</sup> 2026
Vendors presentation (In-person IRC HQ office, NY)	July 13 <sup>th</sup> – 15 <sup>th</sup> 2026
Vendors selection	July 20 <sup>th</sup> – 24 <sup>th</sup> , 2026
Contract negotiation with finalists	July 27 <sup>th</sup> – 14 <sup>th</sup> August 2026
Award of Business	End of August, 2026
Contract start/ Onboarding & implementation	Early September, 2026

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## A. INTRODUCTION

### 1. ***The International Rescue committee***

The International Rescue Committee, hereinafter referred to as “the IRC”, is a non-profit, humanitarian agency that provides relief, rehabilitation, protection, resettlement services, and advocacy for refugees, displaced persons and victims of oppression and violent conflict.

### 2. ***The Purpose of this Request for Proposal (RFP)***

The structure of this RFP has two distinct workstreams:

- (1) Offline Acquisition and Agency Integration
- (2) Direct Mail Production

Vendors may submit proposals for one or both workstreams. Proposals will be evaluated independently for each workstream, and International Rescue Committee reserves the right to award contracts to one or multiple vendors.:

All qualified and interested Suppliers are invited to submit their proposals.

The winning Bidder(s) will enter into a fixed price Master Service Agreement (MSA) for two (2) years. Bidders shall be domiciled in and shall comply with all Government Regulations to operate in (United States of America). Bidders shall be regular tax-payers, and shall furnish a copy of their operating license/certificate of registration valid for the fiscal year (2026). Bidders shall not be under a declaration of ineligibility for corrupt or fraudulent practices.

### 3. ***Cost of Bidding***

The Bidder shall be responsible for all costs associated with the preparation and submission of its bid, and IRC hereinafter referred to as “the Purchaser”, will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

## B. THE BIDDING DOCUMENTS:

### 4. ***The Bidding Documents***

The Bidder is expected to examine all instructions, forms, terms, and specifications in the bidding documents prepared for the selection of qualified suppliers. Failure to furnish all information required as per the bidding documents or to submit a bid not substantially responsive to the bidding documents in every respect will be at the Bidder’s risk and may result in bid rejection.

*The Bidding documents shall include the following documents:*

- *The Intent to Bid (attached)*
- *The Request for Proposal – RFP (this document);*
- *The Scope of Work attached (per selected Workstream).*
- *Pricing Bid sheet (Attached for Workstream 2 )*
- *RFP Questionnaire (Attached for Workstream 1)*
- *Acquisition Case Study Exercise (attached for Workstream 1)*
- *Supplier Information Form (attached)*

- *IRC Way Code of Ethics (attached)*
- *Submission Email with Object: (Indicating one Workstream reference at a time)*

## 5. **Clarification of Bidding Documents**

A prospective Bidder requiring clarification of the Bidding Documents may notify the Purchaser in writing at :

Workstream 1: " MMUSA Acquisition RFP" < [MMUSAAcquisitionRFP@rescue.org](mailto:MMUSAAcquisitionRFP@rescue.org) >

Workstream 2: " MMUSA Production RFP" < [MMUSAProductionRFP@rescue.org](mailto:MMUSAProductionRFP@rescue.org) >

and copy [Moustapha.Ahmad@rescue.org](mailto:Moustapha.Ahmad@rescue.org) . The request for clarification must reach the purchaser not later than (May 27<sup>th</sup> 2026). The Purchaser shall respond by e-mail providing clarification on the bid documents no later than (May 29<sup>th</sup> 2026). Written copies of the Purchaser's response (including an explanation of the query but without identifying the source of inquiry) shall be communicated to all prospective Bidders which express an intention to submit bids.

## **C. PREPARATION OF BIDS:**

### 6. **Language of Bid**

The Bid and all related correspondence and documents exchanged between the Bidders and the Purchaser shall be written in (English Language). Any printed literature furnished by the Bidder and written in another language shall be accompanied by an (English Language) translation of its pertinent passages, in which case, for purposes of interpretation of the bid, the (English Language) version shall prevail.

### 7. **Documents Required to submit**

The submitted bid shall include the following information. Failure to provide all requested information or to comply with the specified formats may disqualify the Bidder from consideration.

#### **Written Submission**

- *Intent to Bid*
- *Pricing Bid Sheet for Workstream 2 (Pricing Details and Options)*
- *Statement of Work (SOW) (Our SOW is a concrete scope of IRC's work and what we are looking for. We expect your proposal to cover all these points.)*
- *RFP Questionnaire for Workstream 1 (Please fill out this excel sheet and answer all the questions asked).*
- *Supplier Information Form*

#### **Financial Documentation and references**

- *Bank details / Financial capabilities*
- *Minimum of Two (2) References from current or past clients (at least one in the last year and acquisition program-specific reference preferred)*

**Presentation**

- *Partner presentation (Present an overview of your agency, SOW, acquisition case study exercises, and anything else you feel is relevant to your proposal)*
- *A Certificate of Business Registration or Trading License in (USA)*
- *Taxpayers documents in (USA)*
- *Other important documents which Bidder attaches to support its bid.*

**8. Bid Prices.**

The Bidder shall clearly indicate the unit price of the service it proposes to supply. All unit prices shall be clearly indicated in the space provided in the price schedule, and all unit prices quoted in the RFP response shall be agreed to be in effect for a minimum of twelve (12) months beginning on the date when the contract is executed, with the exception of products or services which are subject to significant and unavoidable market forces which prevent this, in which case the Bidder shall describe and justify the driver(s) of potential price fluctuation during the first twelve (12) months of the agreement. The Bidder shall sign the price schedule and shall stamp the price schedule with the Bidding Company's seal where feasible.

**9. Bid Currencies**

All financial rates and amounts entered in the Bid Form and Price Schedule and used in documents, correspondence, or operations pertaining to this tender shall be expressed in (United States Dollars - USD)

**10. Document Establishing Goods Eligibility and Conformity to Bidding Documents**

Pursuant to Clause 8, the Bidder shall furnish, as part of its bid, documents establishing the eligibility and conformity to the Bidding Documents of all goods and/or services, which the Bidder proposes to supply under the Contract.

The Documentary evidence of the goods' and/or services' conformity to the Bidding Documents may be in the form of technical specifications, literature, drawings, data (tables, graphs etc.), and shall furnish:

- A detailed description of the goods' essential technical and performance characteristics.
- A clause-by-clause commentary on the Purchaser's Technical Specifications demonstrating the goods' and services' substantial responsiveness to those specifications or a statement of deviations and exceptions to the provisions of the Technical Specifications.

The Bidder may propose alternate standards, brand-names and/or catalogue numbers in its bid, provided that it demonstrates to the Purchaser's satisfaction that the substitutions are substantially equivalent or superior to those designated in the Technical Specifications.

**11. Bid Security**

For the Purpose of this Tender Process, Bid Security or Bond is not applicable. (IT COULD BE FOR OTHER PURPOSES)

**12. Period of Validity of Bids**

Bids shall remain valid for 90 working days after the date of bid opening prescribed by the Purchaser. A bid valid for a shorter period may be rejected by the Purchaser as non-responsive.

In exceptional circumstances, the Purchaser may request the Bidders to extend the period of validity. The request and the responses thereto shall be made in writing by letter or e-mail. A bidder agreeing to the request will not be required nor permitted to modify his bid.

### **13. Format and Signing**

The original bid shall be signed by the Bidder or by a person or persons authorized to bind the Bidder to the contract. Financial proposal pages of the bid shall be initialed by the person or persons signing the bid and stamped with the Bidder's company seal.

Interlineations, erasures, annotations, or overwriting shall be valid only if they are initialed by the person or persons signing the bid.

*Please note: A single bidder may not bid on the same tender via more than one company under his or her ownership. In addition, bidders having close relationships with other bidders (members of the same family, subsidiary, or daughter companies, etc.) may not bid on the same tender. This type of action, or any other action judged by the Purchaser to constitute collusive behavior, will lead to the bidder(s) being automatically eliminated from this tender and disqualified from participating in future IRC tenders. On the other hand, one bidder may submit more than one offer in response to the same tender only if the offers demonstrate clear differences in specifications, quality, lead time, and other characteristic of the goods and services offered.*

## **D. SUBMISSION OF BIDS**

### **14. Submission and Marking of Bids:**

Bidder shall submit confidential bids addressed to:

Workstream 1: " MMUSA Acquisition RFP" < [MMUSAAcquisitionRFP@rescue.org](mailto:MMUSAAcquisitionRFP@rescue.org) >

Workstream 2: " MMUSA Production RFP" < [MMUSAProductionRFP@rescue.org](mailto:MMUSAProductionRFP@rescue.org) >

by (June 23<sup>rd</sup>, 2026 & 5:00pm EST). The email subject should indicate the Workstream reference number and description. Bids submitted after the deadline will not be accepted. The PURCHASER may, at its discretion, extend the deadline for the submission of bids, in which case all rights and obligations of the PURCHASER and Bidders, as documented in the RFP, will be applicable to the new deadline.

### **15. Modification and Withdrawal of Bids**

The Bidder may modify or withdraw its Bid after submission, provided that written notice of the modification, including substitution or withdrawal of the Bids, is received by the Purchaser prior to the deadline prescribed for submission of Bids.

The Bidder's modification or withdrawal notice shall be prepared, sealed, marked, and dispatched. No Bid may be modified after the deadline for submission of bids.

## **E. BID OPENING AND EVALUATION**

### **16. Preliminary Examination**

The Purchaser will examine the bids to determine whether they are complete, whether any computational errors have been made, whether required sureties have been furnished, whether the documents have been properly signed and whether bids are generally in order.

### **17. Evaluation and Comparison of Bids**

Bids determined to be substantially responsive as per section 7 above will be considered evaluated by the IRC Procurement Committee, with the below scoring criteria.

#### Workstream 1 – Offline Acquisition & Integration

<b>EVALUATION CRITERIA</b>	<b>Description</b>	<b>Weight (%)</b>
<b>Offline Acquisition Strategy &amp; Execution</b>	<ul style="list-style-type: none"> <li>• Direct mail acquisition - strategy, list planning, creative, data, etc</li> <li>• Special audiences acquisition – high net worth, DAF/IRA/stocks, sustainers, mid-level</li> <li>• Telemarketing acquisition</li> <li>• Testing methodology</li> <li>• Budget and schedule management</li> <li>• Reporting, matchback reporting</li> </ul>	45%
<b>Integration Strategy &amp; Cross-Channel Execution</b>	<ul style="list-style-type: none"> <li>• Multi-channel campaign design – strategy, creative, list planning, data, scheduling, etc.</li> <li>• Digital co-targeting</li> <li>• Data management across channels</li> <li>• Cross-channel KPIs, reporting, and matchback reporting.</li> <li>• Budget and schedule management</li> <li>• Multi-vendor coordination</li> </ul>	20%
<b>Financial Proposal</b>	<ul style="list-style-type: none"> <li>• Fee transparency</li> <li>• Pricing competitiveness</li> <li>• Cost savings, and overall value</li> </ul>	15%
<b>Innovation &amp; Continuous Improvement</b>	<ul style="list-style-type: none"> <li>• Knowledge of emerging practices, industry trends, and new products</li> <li>• Data-driven recommendations</li> <li>• Test-and-learn methodology and scalability</li> </ul>	10%
<b>Quality of Account Team, Project Management, and Collaborative Processes</b>	<ul style="list-style-type: none"> <li>• Account management and team structure</li> <li>• Project management approach and workflow discipline</li> <li>• Ability to collaborate with MMUSA and external partners</li> </ul>	10%
		<b>100%</b>

## Workstream 2 – Direct Mail Production

EVALUATION CRITERIA Description		Weight (%)
Production strategy, postal optimization, operational model, and cost savings	<ul style="list-style-type: none"> <li>Strategic production planning and workflow design</li> <li>USPS expertise, postal discounts, and optimization strategies</li> <li>Volume leverage and production efficiencies</li> </ul>	20%
Production execution and campaign management	<ul style="list-style-type: none"> <li>Scheduling and coordination of direct mail campaigns</li> <li>Proofing, approvals, and mail release management</li> <li>Management of print, bindery, lettershop, and mail preparation processes</li> </ul>	20%
Vendor network, logistics, and pipeline management	<ul style="list-style-type: none"> <li>Oversight of third-party production partners</li> <li>Capacity planning and production scalability</li> <li>Mail distribution, logistics, and continuity of service</li> </ul>	15%
Reporting, measurement, and analytical tools	<ul style="list-style-type: none"> <li>Regular reporting on production, delivery, and cost performance</li> <li>Postal savings and operational efficiency reporting</li> <li>Use of tools and systems to support accuracy and transparency</li> </ul>	10%
Business development, project management, and collaborative practices	<ul style="list-style-type: none"> <li>Account management and production oversight structure</li> <li>Project management discipline and communication processes</li> <li>Ability to collaborate with MMUSA, agencies, and production partners</li> </ul>	10%
Financial proposal	<ul style="list-style-type: none"> <li>Pricing model and account structure</li> <li>Transparency of fees, markups, and third-party costs</li> <li>Demonstrated value and savings opportunities</li> </ul>	15%
Innovation, growth, and testing	<ul style="list-style-type: none"> <li>Innovative production and postal optimization strategies</li> <li>Data-driven process improvements</li> <li>Commitment to continuous improvement and scalability</li> </ul>	10%
		<b>100%</b>

### 18. *Contacting the Purchaser*

Subject to Clause 5, no Bidder shall contact the Purchaser on any matter relating to its bid, from the time of the bid opening to the time the Contract is awarded or the selected qualified supplier is announced.

### 19. *Notification of Award*

Prior to the expiration of the period of bid validity, the Purchaser shall notify the successful bidder in writing or where necessary by telephone that his or her bid has been accepted and, selected for Master Purchase Agreement for the specific goods and/or services. At this stage IRC may also choose to negotiate with the selected bidder to finalize the offer.

## F. CONTRACTING

### 20. *Contract award and notification*

The Purchaser shall award the Contract to the notified successful Bidder(s) whose bid has been determined to be substantially responsive and has been determined to be the best evaluated bid



considering price and performance factors, provided further that the Bidder is determined to be qualified to enter into a Master Purchase Agreement and perform its obligations satisfactorily.

## **21. Warranty**

The warranty shall remain valid for a period of time as may be specified by the supplier in the Bid and this warranty period shall be considered as one of the bid advantages, and shall in no case be less than that which is provided for by (United States of America) Law if any.

## **22. Inspection**

Intentionally omitted

## **23. Price Schedules and Location**

Vendors interested in the provision of Services to IRC Country offices should NOTE that all categories apply to all IRC Offices.

List of Services for Master Service Agreement as per below Categories is attached.

## **24. Service or consultant agreements**

For service or consultant agreements, time and material awards are not authorized unless it is the only suitable award and a ceiling is established.

## **25. Disclaimer**

The Purchaser reserves the right to alter the dates of the timetable.

The Purchaser does not bind itself to accept the lowest or any proposal.

# **G. ETHICAL OPERATING STANDARDS**

## **1. Compliance to the IRC Way**

The IRC Way: Standards for Professional Conduct ("The IRC Way"), the IRC's code of conduct, which can be found at: <https://www.rescue.org/page/our-code-conduct> and IRC's combating Trafficking in Persons Policy, which can be found at: <https://rescue.app.box.com/s/h6dv915b72o1mapxg3vczbqxjtboyel>. The IRC Way provides three (3) core values - Integrity, Service, and Accountability – and twenty-two (22) specific undertakings.

The IRC Way provides, inter alia, that IRC does "not engage in theft, corrupt practices, nepotism, bribery, or trade in illicit substances." IRC's procurement systems and policies are designed to maximize transparency and minimize the risk of corruption in IRC's operations.

IRC requests that a supplier

- (i) informs IRC upon becoming aware that the integrity of IRC's business has been compromised during the RFP process, and

- (ii) reports such events through IRC's confidential hotline, Ethics point, which can be accessed at [www.ethicspoint.com](http://www.ethicspoint.com) or via toll-free (866) 654-6461 in the U.S., or collect (503) 352-8177 outside the U.S.

## **2. Bidder Non Collusion Statement**

IRC prohibits collusion and will disqualify all bids where collusion is detected. Collusion happens when related parties submit separate bids for the same tender. Collusion includes situations where:

- a) Members of the same family submit separate bids for the same tender
- b) Separate companies owned by the same person submit separate bids for the same tender
- c) Employees of a bidding company submitting separate bids through companies they own for the same tender
- d) Partners in a bidder submitting separate bids under their own names/ companies they own for the same tender

It is collusion for a person to be involved in more than companies/ businesses submitting a bid to the same tender. Collusion will lead to IRC disqualifying the involved Individuals or companies from that tender as well as disqualify them from submitting bids for future tenders. In addition, IRC may share information relating to this collusion with other international aid organizations operating in the region leading to loss of business opportunities for the colluders.