Dear Sirs,

**International Rescue Committee UK (IRC UK) Request for Proposal (RFP) Invitation to propose for telemarketing services.**

The International Rescue Committee (IRC) responds to the world’s worst humanitarian crises, helping people to survive, recover and rebuild their lives. The UK Mass Markets (MMUK) team raises income from individual supporters through both cash and regular giving.

As our telemarketing programme enters a new phase of development, we are looking for a strategic agency partner to deliver high-quality, supporter-focused outbound and inbound telemarketing and provide strategic partnership to support the overall growth of the programame. This includes planned and emergency campaigns across regular giving conversion, reactivation, upgrade and cash asks, across our various audiences. For our inbound work, this covers Supporter Services work. We aim to launch with our new partner or partners in January 2026.

We are writing to invite your agency to propose. Each agency will be required to submit a written tender including your proposed fee. Further detail outlining the information to be included in the submission is set out in section 3 below.

The submission will be required by end of business on **Friday 19 September 2025.**

Further information is set out in the following sections:

* 1 RFP summary particulars
* 2 Instructions to bidders
* 3 Schedule of requirements
* 4 Bid evaluation
* 5 Returnable forms

1. Form A: Supplier information form
2. Form B: Conflict of Interest and Supplier Code of Conduct form

I should be grateful if you would confirm your willingness to participate in the selection process and your ability to respond by the submission date indicated above. Please return the attached Intent to Bid form to [supply.chainuk@rescue.org](mailto:supply.chainuk@rescue.org) by Tuesday 26 August 2025 to confirm your participation.

Yours sincerely

**Alice Herzog**

**Director, Mass Markets UK**

**Section 1**

**RFP summary particulars**

|  |  |
| --- | --- |
| **Scope of proposal and eligibility** | This RFP refers to the supply of telemarketing services.  This RFP is open to UK-based telemarketing agencies only. |
| **Contact for correspondence, notifications and requests for clarifications** | All correspondence, notifications and requests for clarifications in relation to this RFP shall be sent to:  [Supply.chainuk@rescue.org](mailto:Supply.chainuk@rescue.org)  **Please note that proposals should be submitted to the address noted below.** |
| **Clarifications** | Requests for clarifications must be sent by end of business on **4 September 2025.**  Responses to requests for clarification will be communicated to bidders’ email within 5 working days. |
| **Submission address** | Proposals shall be sent to [supply.chainuk@rescue.org](mailto:supply.chainuk@rescue.org) |
| **Submission deadline** | All proposals must be received by end of business on **Friday 19 September 2025.** |
| **Quotation validity period** | Quotations shall remain valid for acceptance by IRC UK for 180 daysfrom the deadline for submission. |
| **Quotation currency** | Quotation currency shall be Great British Pounds (GBP). |
| **Duties and taxes** | All quotations shall be submitted inclusive of VAT and any other taxes. |
| **Language** | All proposals, information, documents and correspondence in relation to this RFP process shall be in English. |
| **Presentations to the evaluation panel** | Following shortlisting, bidders will be asked to make a presentation to the selection panel, which will include a question-and-answer session. The meeting will take place remotely. |
| **Timelines** | | **Milestone** | **Date** | | --- | --- | | RFP issued | 18 August 2025 | | Deadline for intent to bid | 26 August 2025 | | Deadline for supplier  questions | 3 September 2025 | | IRC responses to  supplier questions | 8 September 2025 | | Final submission deadline | 19 September 2025 | | IRC evaluation period | 22 September – 14 October 2025 | | Contract award | 17 October 2025 | | Start date / onboarding | November 2025 | | Live campaign delivery | January 2026 | |
| **Evaluation method and criteria** | Evaluation shall be conducted as follows:   1. **Preliminary review.** The following will be reviewed:    * Bidder is eligible as defined in Section 2, clause 2    * Completeness of the proposal - all returnable forms and other documentation requested have been provided and are complete.    * Bidder accepts IRC conflict of interest and supplier code of conduct. 2. **Technical compliance.** The proposal shall be assessed to ensure that the services offered comply with the requirements in Section 3. 3. **Financial evaluation.** Proposals that are technically acceptable shall be evaluated based on price, taking into consideration value for money.   At any time during the evaluation process IRC UK may request clarification or further information in writing from bidders. Bidders’ responses shall not contain any material changes regarding the substance of their proposal. IRC UK may use such information in interpreting and evaluating the relevant proposal. |
| **Alternative quotations** | While our preference is to work with an agency that can deliver both inbound and outbound calling services, we are happy to consider agencies that specialise in one area. If the right fit is found, we are open to working with separate agencies for inbound and outbound activity.  The use of third parties or subcontractors is not permitted. All services proposed must be delivered directly by the bidding agency. |
| **Documents to be included in the proposal** | Bidders shall include the following completed documents in their proposal:   * Form A: Supplier information form * Form B: IRC Conflict of Interest and Supplier Code of Conduct Form * Details of three references from current or past clients (within the last 12 months) * A copy of the company or organisation registration certificate |

**Section 2**

**Instructions to bidders**

1. **Interpretation of the RFP**

This RFP is an invitation to treat and shall not be construed as an offer capable of being accepted or as creating any contractual, other legal or restitutionary rights.

1. **Bidder eligibility**

Bidders may be a private or public legal entity or any association with legal capacity to enter into a binding contract with IRC UK.

A bidder shall not have a conflict of interest. A bidder shall be considered to have a conflict of interest if:

* + A bidder has a close business or family relationship with an IRC staff member who: (i) is directly or indirectly involved in the preparation of the bidding documents or specifications of the contract, and/or the bid evaluation process of such contract; or (ii) would be involved in the implementation or supervision of such contract;
  + A bidder is associated, or has been associated in the past, directly or indirectly, with a firm or any of its affiliates which have been engaged by IRC UK to provide consulting services for the preparation of the design, specifications, and other documents to be used for the procurement of the goods, services or works required in the present procurement process;
  + A bidder has an interest in other bidders, including when they have common ownership and/or management. Bidders shall not submit more than one bid, except for alternative offers, if permitted. This will result in the disqualification of all bids in which the bidder is involved. This includes situations where a firm is the bidder in one bid and a sub-contractor on another; however, this does not limit the inclusion of a firm as a sub-contractor in more than one bid.

Bidders must disclose any actual or potential conflict of interest in their submission and they shall be deemed ineligible for this procurement process unless such conflict of interest is resolved in a manner acceptable to IRC UK. Failure to disclose any actual or potential conflict of interest may lead to the bidder being disqualified from providing bids on future programs.

A bidder shall not be eligible to submit a quotation when at the time of quotation submission, the bidder:

* + is included in the ineligibility List,
  + is currently suspended from doing business with IRC UK and removed from its supplier database(s),

All bidders are expected to embrace the principles of the IRC conflict of interest and supplier code of conduct, given that it originates from the core values of the International Rescue Committee.

1. **Clarification of the RFP**

Bidders may request clarification in relation to the RFP by submitting a written request to the contact stated in section 1. Explanations or interpretations provided by personnel other than the named contact person will not be considered binding or official.

1. **Remuneration for and costs of proposals**

Bidders shall not be entitled to any remuneration or compensation for the preparation and submission of their proposal.

1. **Quotation currency**

The quotation shall be made in Great British Pounds (GBP).

1. **Duties and taxes**

All quotations shall be submitted inclusive of any direct taxes and any other taxes and duties, unless otherwise specified in section 1.

1. **Payment terms**

IRC UK will ordinarily effect payment within 30 days after receipt of the goods/services and on submission of approved payment documentation.

1. **Ethics**

IRC UK requires that all bidders observe the highest standard of ethics during the entire RFP process, as well as the duration of any contract that may be signed as a result of this process. Therefore, all bidders shall represent and warrant that they:

1. have not unduly obtained, or attempted to unduly obtain, any confidential information in connection with the RFP process and any contract that may be signed as a result of this RFP process;
2. have no conflict of interest that would prevent them from entering into a contract with IRC UK and shall have no interest in other parties involved in this RFP process or in the project underlying this RFP process;
3. have not engaged in, or attempted to engage in: corrupt practice, fraudulent practice, coercive practice, collusive practice, unethical practice and obstruction.

**Ethical Operating Standards**

**The IRC Way – Standards for Professional Conduct**

IRC UK adheres to IRC’s global ethical standards, referred to as The IRC Way. The IRC Way comprises four (4) core values - integrity, service, accountability and equality – and twenty-two (22) specific undertakings.

The IRC Way provides, inter alia, that IRC UK does “not engage in theft, corrupt practices, nepotism, bribery, or trade in illicit substances.” IRC UK’s procurement systems and policies are designed to maximise transparency and minimise the risk of corruption in IRC UK’s operations.

IRC UK requests that a supplier (i) informs IRC UK upon becoming aware that the integrity of IRC’s business has been compromised during the RFP process, and (ii) report such events through IRC’s confidential hotline, Ethics point, which can be accessed at www.ethicspoint.com or via toll–free (866) 654–6461 in the U.S., or collect (503) 352–8177 outside the U.S.

Please note that the successful bidder will agree to follow all IRC UK Covid-19 safe working protocols.

**Section 3**

**Schedule of requirements**

As our telemarketing programme enters a new phase of development, we are looking for a strategic agency partner to deliver high-quality, supporter-focused outbound and inbound telemarketing. This work can be treated as a single or separate “lots” in the RFP process.

Our inbound work includes planned and emergency campaigns across regular giving conversion, reactivation, upgrade and cash asks, across our various audiences. For our inbound work, this covers Supporter Services work. We aim to launch with our new partner or partners in January 2026. Our telemarketing programme is growing, and we are looking for the right partner to help us scale both in volume, value and scope.

We are also interested in exploring new areas of telemarketing including mid-level donor engagement, prize-led fundraising, digital and list-based lead generation, legacy prospecting and emergency appeals, including as part of our membership of the Disasters Emergency Committee

The projected volume of activity in our FY26 (October ‘25 - September ‘26) is approximately 11,000 records per year. This does not include new areas of telemarketing listed above, however there is flexibility within our budget and plans to explore these.

Key deliverables:

* Provide strategic support in annual planning and investment opportunities with the aim to grow our telemarketing programme
* Deliver donor development outbound campaigns including regular giving conversion, upgrade, reactivation and one-off cash asks
* Provide inbound supporter call handling, to include processing cash payments and setting up direct debits, and regular giving saving, plus overflow and out-of-hours cover.
* Support with segmentation, scripting, journey design and campaign setup
* Provide regular campaign reporting with insights and optimisation recommendations
* Provide high quality fundraiser training and allow for regular call listening
* Ensure all work complies with UK regulatory standards including the Fundraising Regulator, GDPR and PECR and PCI, and advise and support on how any changes might impact telemarketing activity
* Participate in regular campaign performance and business review meetings, providing input on campaign optimisation, audience targeting, and market trends to inform future telemarketing activity. Support testing of new areas such as mid-level giving, lead generation, prize-led activity and legacy calling

Key outputs

* **Campaign delivery:** Delivery of 10 to 12 planned campaigns per year (subject to change)
* **Campaign reviews:** Strategic campaign reviews to support ongoing improvement and growth
* **Campaign optimisation:** Review assets (e.g. scripts) every quarter, training manual to be reviewed and updated quarterly, minimum three call recordings per week to be sent for quality monitoring (varying outcomes / topics), minimum one account management meeting per month to discuss performance, one KPI review every quarter.
* **Reporting:** Daily, weekly and end-of-campaign reporting with agreed KPIs, including but not limited to:
  + Inbound: average phone response time, average resolution tie, regular giving saving rate, number of complaints.
  + Outbound: contact rate, cash to regular giving conversion rate, regular giving upgrade conversion rate, regular giving reactivation conversion rate.
* **Data handling:** Secure, compliant handling of supporter data, including suppressions and file returns. Agency to securely erase IRC data after 12 months.
* **Development support:** Input in new areas of activity, such as inbound strategy or lead generation, including providing recommendations to inform business cases for investment.

Indicative volume:

* Approximately 11,000 records for outbound campaigns.
* Inbound volumes and requirements to be agreed with selected partner(s).

To express interest, please send a short proposal (maximum 10 pages) including:

* Overview of your agency and experience with UK charity telemarketing
* Your approach to partnership, strategy and supporter experience
* Whether you are pitching for inbound, outbound or both lots of activity
* Outline of how you would deliver outbound and/or inbound activity
* Case studies or campaign results from similar clients that demonstrate growth and innovation
* Overview of your call centre set-up and operations
* Fee structure and pricing model
* Details of three client references
* Confirmation of compliance with UK regulatory, PCI and data protection standards
* GDPR compliance

**2 Documents comprising the bid**

In addition to addressing the above, please ensure that your proposal includes the following:

* Details of three references from current or past clients (within the last 12 months)
* Completed forms as shown in section 5 below
* A copy of the company or organisation registration certificate.

**Section 4**

**Bid evaluation**

1. **Preliminary review**

IRC UK will examine the bids to determine whether they are complete.

**2 Technical evaluation**

Complete bids will be evaluated according to the requirements outlined in Section 3.

**3 Notification of award**

Following the completion of supplier interviews, the evaluation panel will make a final decision and confirm the selected agency by **14 October 2025**. All bidders will be notified of the outcome - whether successful or not – by **17 October 2025**.

**Section 5**

**Returnable bidding forms**

The following returnable forms are part of this RFP and must be completed and returned by bidders as part of their proposal.



**Form A**

**International Rescue Committee UK**

**Supplier Information Form**

**The information provided will be used to evaluate the organisation before contracting with IRC UK.**

**Please complete all fields.**

**Fields marked (\*) are mandatory**

|  |  |
| --- | --- |
| \*Company\organisation name  \*For individual consultants, provide legal first and last name |  |
| \*Any other names company is operating under (acronyms, abbreviations, aliases) if any |  |
| \*Previous names of the company |  |
| \*Address |  |
| \*Website |  |
| \*Company/registered number |  |
| \*Phone/Fax Numbers | Phone: Fax: |
| \*Primary Contact | First Name: Last Name:  Phone Number: Email Address: |
| \*Email address of accounts receivable person or team |  |
| \*Number of staff |  |
| Number of locations |  |
| Average $ value of stock on hand |  |
| \*Name(s), nationality and dates of birth of company owner(s), board of directors or CEO |  |
| \*Parent companies if any |  |
| \*Subsidiary or affiliate companies if any |  |

**Financial information**

|  |  |
| --- | --- |
| \*Bank name and address |  |
| \*Name under which company is registered at bank | This field is mandatory if bank/wire transfer is the selected payment method |
| \*Specify standard payment terms (Net, 15, 30 days etc.) |  |
| \*Payment method (select all that apply) | Payment By: Cheque Yes | No Bank/wire transfer Yes | No Cash Yes | No |
| \*Bank account number | This field is to be completed upon notification of awarding of order\contract |
| Routing Number | This field is to be completed upon notification of awarding of order\contract |
| Swift code (if applicable) | This field is to be completed upon notification of awarding of order\contract |

**Product/service information**

|  |  |
| --- | --- |
| List range of products/services offered |  |
| Basis for pricing (catalogue, list, etc.) |  |

**Documentation as applicable**

|  |  |
| --- | --- |
| \*Copy of company or organisation  Registration | Provided \_\_\_\_  Not provided: \_\_\_\_\_ Reasons: \_\_\_\_\_ |
| \*Tax ID (W9, Tax exempt certificate. etc.) | Provided \_\_\_\_ |
| US Suppliers only  \*Do you require a Form 1099? | Yes\_\_\_\_ No\_\_\_\_ |

**References (optional)**

|  |  |
| --- | --- |
| Client Name: | Contact Name, Phone, Email Address: |
| Client Name: | Contact Name, Phone, Email Address: |
| Client Name: | Contact Name, Phone, Email Address: |

**Supplier Self-Certification of Eligibility**

Company certifies that:

1. They are not debarred, suspended, or otherwise precluded from participating in major donor (e.g. European Union, UK, European and United States Government, United Nations) competitive bid opportunities.
2. They are not bankrupt or being wound up, are having their affairs administered by the courts, have entered into arrangements with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
3. They have not been convicted of an offense concerning their professional conduct.
4. They have not been guilty of grave professional misconduct proven by any means that the contracting authority can justify or been declared to be in serious breach of contract for failure to comply with their contractual obligations towards any contracts awarded in the normal course of business.
5. They have fulfilled obligations related to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country where the contract is to be performed.
6. They have not been the subject of a judgment for fraud, corruption, involvement in a criminal organization or any other illegal activity.
7. They maintain high ethical and social operating standards, including:

* Working conditions and social rights: avoidance of child labour, bondage, or forced labour; assurance of safe and reasonable working conditions; freedom of association; freedom from exploitation, abuse, and discrimination; protection of basic social rights of its employees and the IRC’s beneficiaries.
* Environmental aspects: provision of goods and services with the least negative impact on the environment.
* Humanitarian neutrality: endeavoring to ensure that activities do not render civilians more vulnerable to attack or bring unintended advantage to any military actors or other combatants.
* Transport and cargo: not engaged in the illegal manufacture, supply, or transportation of weapons; not engaged in smuggling of drugs or people.

1. Company warrants that, to the best of its knowledge, no IRC employee, officer, consultant or other party related to IRC has a financial interest in the company’s business activities, nor is any IRC employee related to principals or owners of the company. Discovery of an undisclosed conflict of interest situation will result in immediate revocation of the company’s authorised supplier status and disqualification of company from participation in future IRC procurement.
2. Supplier hereby confirms that the organization is not conducting business under other names or aliases that have not been declared to IRC.
3. Supplier herby confirms it does not engage in theft, corrupt practices, collusion, nepotism, bribery, or trade in illicit substances.

By signing the supplier information form you certify that your company is eligible to supply goods and services to major donor funded organizations and that all of the above statements are accurate and factual.

|  |
| --- |
| **Supplier Name:** |
| **Signature:** |
| **Title:** |
| **Print Name:** |
| **Date:** |



**Form B**

**IRC Conflict of Interest and Supplier Code of Conduct**

Supplier hereby agrees that supplier and supplier’s employees and subcontractors, if any, shall abide by and follow all established written policies of IRC related to work conduct, including, but not limited to standards for professional conduct (“The IRC Way”), the IRC’s code of conduct, and IRC’s combating trafficking in persons policy. The IRC Way provides four (4) core values - integrity, service, accountability and equality – and twenty-two (22) specific undertakings. Supplier acknowledges that all IRC employees and independent contractors are expected to apply these core values and follow these undertakings in carrying out work on behalf of IRC. It is a point of pride for IRC to apply these behavioural standards in IRC’s everyday operations.

**Integrity - At IRC, we are open, honest and trustworthy in dealing with beneficiaries, partners, co-workers, donors, funders, and the communities we affect.**

* We work to build the trust of the communities in which we work and sustain the trust earned by our reputation in serving our beneficiaries.
* We recognize that our talented and dedicated staff are our greatest asset, and we conduct ourselves in ways that reflect the highest standards of organizational and individual conduct.
* Throughout our work, IRC respects the dignity, values, history, religion, and culture of those we serve.
* We respect equally the rights of women and men and we do not support practices that undermine the human rights of anyone.
* We refrain from all practices that undermine the integrity of the organization including any form of exploitation, discrimination, harassment, retaliation or abuse of colleagues, beneficiaries, and the communities in which we work.
* We do not engage in theft, corrupt practices, nepotism, bribery, or trade in illicit substances.
* We accept funds and donations only from sources whose aims are consistent with our mission, objectives, and capacity, and which do not undermine our independence and identity.
* We support human rights consistent with the UN Universal Declaration of Human Rights and The Convention on the Rights of the Child.
* We rigorously enforce the UN Secretary General’s Bulletin on the Protection from Sexual Exploitation and Abuse of Beneficiaries.
* IRC recognizes its obligation of care for all IRC staff and assumes their loyalty and cooperation.

**Service - At IRC, our primary responsibility is to the people we serve.**

* As a guiding principle of our work, IRC encourages self–reliance and supports the right of people to fully participate in decisions that affect their lives.
* We create durable solutions and conditions that foster peace, stability and social, economic, and political development in communities where we work.
* We design programs to respond to beneficiaries’ needs including emergency relief, rehabilitation, and protection of human rights, post–conflict development, resettlement, and advocacy on their behalf.
* We seek to adopt best practices and evidence–based indicators that demonstrate the quality of our work.
* We endorse the code of conduct for the International Red Cross and Red Crescent Movement and NGOs in disaster relief.

**Accountability - At IRC, we are accountable – individually and collectively – for our behaviours, actions and results.**

* We are accountable and transparent in our dealings with colleagues, beneficiaries, partners, donors, and the communities we affect.
* We strive to comply with the laws of the governing institutions where we work.
* We maintain and disseminate accurate financial information and information on our goals and activities to interested parties.
* We are responsible stewards of funds entrusted to our use.
* We integrate individual accountability of staff through the use of performance evaluations.
* We utilize the resources available to our organization in order to pursue our mission and strategic objectives in cost effective ways.
* We strive to eliminate waste and unnecessary expense, and to direct all possible resources to the people we serve

**Conflict of Interest**

* Supplier hereby warrants that, to the best of its knowledge, no IRC employee, officer, consultant or other party related to IRC has a financial interest in the supplier’s business activities.
* Supplier herby warrants that, to the best of its knowledge, no IRC employee, officer, consultant or other party related to IRC has a family relationship with the supplier’s owners.
* Discovery of an undisclosed conflict of interest will result in immediate termination of any agreement and disqualification of supplier from participation in current and future IRC activities.
* Supplier hereby confirms that the organization is not conducting business under other names or alias’s that have not been declared to IRC.
* Supplier herby confirms it does not engage in theft, corrupt practices, collusion, nepotism, bribery, or trade in illicit substances.

**Supplier herby agrees to maintain high ethical and social standards:**

* Working conditions and social rights: avoidance of child labour, bondage, or forced labour; assurance of safe and reasonable working conditions; freedom of association; freedom from exploitation, abuse, and discrimination; protection of basic social rights of its employees and IRC’s beneficiaries; prohibition of trafficking in persons.
* Environmental aspects: provision of goods and services with the least negative impact on the environment.
* Humanitarian neutrality: endeavoring to ensure that activities do not render civilians more vulnerable to attack or bring unintended advantage to any military actors or other combatants.
* Transport and cargo: not engaged in the illegal manufacture, supply, or transportation of weapons; not engaged in smuggling of drugs or people.

If you believe that any IRC employee, volunteer, or intern is acting in a manner that is inconsistent with these standards, please notify a supervisor or the confidential helpline Ethicspoint, www.ethicspoint.com or call Ethicspoint toll-free (866) 654-6461 in the U.S./call collect (503) 352-8177 outside the U.S. There will be no retaliation against any person who raises concerns that are based on good faith belief of improper conduct. An intentionally false report or a failure to report conduct that is known to violate these standards may result in disciplinary action.

By signing this statement supplier acknowledges any violation of the above IRC policies will result in immediate termination of any agreement in place and disqualification from participation in future IRC activities.

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| --- |
| **Supplier Name:** |
| **Signature:** |
| **Title:** |
| **Print Name:** |
| **Date:** |