



International Rescue Committee Deutschland

Request for Proposal (RFP)

Face to Face Fundraising

Planned Timetable	
Issue Request for Proposal	17/08/2023
Suppliers return signed Intent to Bid forms due date	25/08/2023
Questions from Suppliers due date	25/08/2023
Answers to Suppliers questions due date	30/08/2023
Bid submission due date	07/09/2023
MS Teams presentation (Required)	12/09/2023
IRC Evaluation	20/09/2023
Award of Business	01/10/2023
Contract start	13/11/2023

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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)*

It is the intent of this RFP to secure competitive proposals to select Supplier(s) for the International Rescue committee Deutschland to supply Face to Face fundraising services nationwide throughout Germany. The Scope of Work (SOW) of the services is delineated in **Exhibit I** attached. All qualified and interested Suppliers are invited to submit their proposals.

The winning Bidder(s) will enter into a fixed price Master Purchase Agreement (MPA/MSA) for one (1) year. Bidders shall be domiciled in and shall comply with all Government Regulations to operate in Germany. Bidders shall be regular tax-payers and shall furnish a copy of their operating license/certificate of registration valid for the fiscal year 2024 and 2025. 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 Request for Proposal – RFP (this document);
- The categories of goods and service
- Specifications of each item or Scope of Work attached.
- Price offering sheet (space provided on the list)

5. *Clarification of Bidding Documents*

A prospective Bidder requiring clarification of the Bidding Documents may notify the Purchaser in writing at Germany.Tender@rescue.org. The request for clarification must reach the

purchaser not later than 25/08/2023. The Purchaser shall respond by e-mail providing clarification on the bid documents no later than 30/08/2023. 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. Any printed literature furnished by the Bidder and written in another language shall be accompanied by a English translation of its pertinent passages, in which case, for purposes of interpretation of the bid, the English version shall prevail.

7. Documents Comprising the Bid

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.

- *A cover letter explaining the Bidder's interest in supplying the good or service to the IRC;*
- *Profile of the company;*
- *A Certificate of Business Registration or Trading License in Germany*
- *Taxpayers documents in Germany*
- *Three (3) References from current or past clients (at least in the last one year)*
- *Other important documents which Bidder attaches to support its bid.*
- *Commercial model*
- *Proposed budget phasing to the end of IRC's FY24.*
- *MS Teams presentation on set date.*

8. Bid Prices.

The Bidder shall clearly indicate the unit price (CPA) per donor it proposes to supply. All unit prices shall be clearly indicated in the space provided in the price schedule/SOW, 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. 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 EURO's.

10. Document Establishing services 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 services, which the Bidder proposes to supply under the Contract.

The Documentary evidence of the goods and 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.

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 sealed bids addressed to the Procurement Department, at International Rescue Committee Deutschland, Wattstraße 11, 13355 Berlin, Germany by 1300 on 15/09/2023. All bids shall be placed in the box provided for the purpose. 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.

Bidders shall sign the bid register form at the reception of the IRC office indicating their company name, telephone number, and date of submission.

Format

The Bidder's proposal shall include a technical proposal and a financial proposal, and is to be submitted to Germany.Tender@rescue.org.

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.

EVALUATION CRITERIA	Description	Weight (%)
Financial proposal (price and payment-terms)	Cost structure and total cost transparently outlined and detailed. Reporting Detailed to present scaling, spend allocation, and other areas.	30%
Capacity & Budget Phasing	Strategy and Planning based on historical data and benchmarks. Presented ability to alter cost structure for best fit scenario depending on scale of pilot and future state. Ability to scale and shift volume when necessary; provides foresight and guidance on scaling operations.	25%
Proposal meets specification or requirement.	Refers to the offered good or service relative to IRC's specifications or requirement or statement of work description	10%
IRC "Fit" and Experience	Refers to the Supplier's capability and understanding of IRC to fulfill the requirement	20%
Additional Services/Support	Call Center service provided and expectations established for SLA's and follow-up emails, text messaging, etc. Technology Integration with iRaiser or alternative presented. Account management and response times to liase with IRC established and communication/org chart detailed.	15%
	Total	100%

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. 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.

22. 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/h6dv915b72o1rmapxg3vczbqxjtboyel>. 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 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.

EXHIBIT I
Scope of Work: SOW

This **Scope of Work** (“SOW”) is by and between, **International Rescue Committee IRC Deutschland gGmbH**. (“IRC”) and (“Provider”), (individually, a Party, collectively, the “Parties”) and shall be governed by the terms and conditions of that certain master services agreement between the Parties dated as of November 13th, 2023 (“Services Agreement”). To the extent that terms of the SOW and the Services Agreement contradict, the terms of this SOW shall prevail.

Term

This SOW shall commence on **November 13th 2023**, and terminate on **November 12th 2024**, (the “Term”).

Statement of Work Overview

This Statement of Work (SOW) outlines the parameters of the project and services covered as they are mutually understood by the stakeholders in IRC and

The following services will be executed by the provider:

1. Face-to-Face Fundraising for the acquisition of new and unique regular giving donors
2. Welcome call services

1. Objective

The provider will supply Face-to-Face Fundraising services on behalf of the International Rescue Committee in Germany. The agreed target will be to recruit 5,000 regular giving **net** donors within the period of 13st November 2023 to 12th November 2024. The provider will strive to realize aforementioned target. Throughout the term, results will be reviewed weekly between Provider and IRC in line with the goals and KPI's with a view to extending the services further into further years.

2. Goals

2.1 The provider will be able to successfully fulfill and/or exceed IRC's potential target of minimum 50000 net, new and unique monthly sustainers.

2.2 The provider will test both Street/roaming and Door to Door routes to market.

2.3 The provider will focus sustainer donations. Annual, Bi-annual, Quarterly and Monthly donation frequencies can be deployed.

2.4 The provider will work in partnership with IRC, to be an extension of their fundraising team

3. Deliverables

IRC will supply the provider with the following in order for them to carry out the services: Pitch Presentation Images and Text, Welcome Leaflet & Stickers and a Training presentation for the fundraisers.



The provider shall perform the following services:

3.1 Training and Management of Face-to Face Fundraising team representing IRC's brand identity

- a) Ensure the fundraisers are appropriately qualified, experienced and trained on the product to undertake their tasks and will use professional skill and care and will act in accordance with the Regulations and Good Industry Practice in the provision of the Services which will be supplied in a professional and competent manner;
- b) Ensure that the fundraisers do not do anything which in the reasonable opinion of IRC brings IRC into disrepute and ensure that none of its activities or those of any subsidiary, group, holding company, agent or Sub-contractor are or will be inimical to the activities of IRC;
- c) Only accept contributions made by Direct Debit, and not collect payments made in any other manner;
- d) Ensure that ID Badges are visible and worn at all times when fundraising
- e) Ensure that the fundraisers thank Supporters in person for their pledge and give Donors the Thank You/Welcome Pack/Sticker or other leave behinds provided by IRC.
- f) Inform IRC of any changes in Management within 3 working days to changes being made.

3.2 License application and territory management

- a) Apply for and maintain in force all necessary licenses, permissions, authorisations, consents and permits and complete all necessary licensing returns relevant to the Services; to make proper, clear written requests for permission which set out the specifics of the activity (including the fact that it involves solicitation of Direct Debits) and make clear that the Provider applying for permission is a separate entity to IRC, to retain documents evidencing the permission granted and provide relevant documentation to IRC upon request to enable IRC to conduct effective monitoring. Provider will ask IRC to support in specific cases where additional signatures are needed for permit procedure.
- b) Ensure that details of the Fundraisers are circulated weekly to IRC detailing the Territory with contact details available on request. A weekly list of the territories and cities will be provided to IRC.

3.3 Budget Management and Phasing

- a) Agrees to provide IRC with an expected monthly budget phasing report at the start of the campaign.
- b) Agrees to update IRC on a monthly basis on any changes to projected budget phasing for the remainder of the campaign, highlighting potential for campaign growth and additional budget opportunities and also any risks to current campaign targets.
- c) Agrees to provide IRC with a client portal that is accessible 24/7 with a real time overview of the campaign progress.
- d) Agrees not to exceed the Maximum Campaign Budget for an Agreed Campaign without the prior written consent of IRC.



- e) Agrees to attend weekly status meetings by video conference (teams) or phone and monthly or at least quarterly review meetings in person with IRC during an Agreed Campaign to help both Parties assess performance and progress and agree actions.

3.4 Stock Supply and Management

- a) Ensure that accurate records are kept of all stock supplied to the provider by IRC, including monitoring wastage. For the pilot an initial 2500 stickers and welcome leaflets will be provided to the provider with a further 2500 delivered mid campaign.
- b) Ensure that any new stock requests are submitted to IRC with at least 14 days' notice.
- c) Provide the fundraisers with a supply of IRC branded T-Shirts, Jackets and Street Banners required to provide the services. The provider to gain approval in writing from IRC prior to production. The provider will invoice IRC directly for the total cost of the t-shirts, jackets and street banners.

3.5 Complaints Management

- a) Notify IRC in writing as soon as possible and at the latest no more than 2 Working Days of receiving a complaint from a Supporter, a member of the public or a relevant regulatory body or licensing authority or any other person relating to the provider's performance of the Services. This is only related to severe complaints that relate to IRC's brand that may affect its reputation. Provider's ambassadors are trained to always aim for the highest possible quality. The call center is a very valuable tool for Provider to create a feedback loop for training purposes of staff to achieve and maintain our quality standards.
- b) IRC will notify the provider in writing within 2 Working Days of receiving a complaint from a Supporter, a member of the public or a relevant regulatory body or licensing authority relating to the Provider's performance of the Services. IRC will provide to the Provider full details of all information received in connection with such complaint. IRC will notify Provider by email at: (Provider email) In addition to this there is an email address for possible changes about a donor / donation: (Provider email)
- c) Provider will investigate complaints notified pursuant to 3.5 (a) and 3.5 (b) above and report back in writing to IRC within 2 Working Days of receiving notice of the same, confirming any proposed or completed internal remedial action, including but not limited to suggested copy for a response sent by the Provider to the complainant and/or stating a recommended course of action to be taken. In cases where these proposed actions are not considered to be satisfactory by IRC, the PR will use its best endeavours to resolve the complaint to the Charity's satisfaction.
- d) In the event that a fundraiser has acted fraudulently (or attempted to do so) the Provider will immediately notify IRC. The phrase "fraudulently" means any behaviour that is deemed unlawful, unethical, or criminal in violation of local laws. The Provider will also conduct an investigation and report back to IRC the outcome of the investigation and any actual or proposed remedial actions. The Fundraiser will be suspended with immediate effect whilst this investigation is being conducted.

3.6 Fundraising Compliance & GDPR

- (a) The Provider will observe all the Regulations and agrees to abide by the rules and codes set out by current regulatory bodies including QISH, or any successor bodies, throughout the Term in relation to providing the services to IRC. IRC will have the right to monitor and assess the

Fundraiser's behaviour against these standards, including as they may change from time to time throughout the Term, and the Provider will take all reasonable steps as required to enable IRC to do so.

- (b) The provider will ensure that all employees observe the Covid-19 regulations set out by QISH whilst still being enforced.

3.7 New Supporter Data

- (a) Ensure that addresses and bank details held on all Pledge Forms are validated using industry recognised validation programs within 4 Working Days of the Supporter Recruitment Date.
- (b) Ensure supporter data that has been successfully checked and validated will be securely provided to IRC via IRC's SFTP in the Agreed Format within 10 Working Days of the Supporter Recruitment Date.
- (c) In the event that Supporter Data cannot be validated, the Provider will use reasonable endeavours to correct the Supporter Data by contacting the Supporter within 10 Working Days following the Supporter Recruitment Date, making a maximum of 6 call attempts. For the avoidance of doubt, if the Provider is unable to validate the details that Supporter is not valid and IRC is not obliged to pay any applicable Fee.
- (d) On a weekly basis, Provider will provide to IRC the Supporter Data and Electronic Form in a secure manner as agreed with IRC.

3.8 Cancellations & Failed Direct Debits

- (a) ensure that any cancellations received by the Provider are not included in the weekly export of new donors to IRC
- (b) IRC to ensure that cancellations & failed Direct Debits are reported back to the Provider on a bi- weekly basis in an agreed report format up until third (3) payment.

3.9 Call Centre Services for Welcome Calls within 48 hours- latest 72 hours of sign up

- (a) The provider will attempt a welcome/happy call to each supporter within 48 hours-latest 72 hours of sign up to a maximum of 10 attempts over 8 days

3.10 Campaign Performance Reporting & Analysis

- (a) provide IRC with monthly campaign performance reporting & analysis in line with the agreed KPI's between the provider and IRC

4. Stakeholders

Team Roles and Responsibilities:

4.1 Provider Team Roles

Provider shall provide the following resources, as applicable:

(Name) – Director.



(Name)- Account Manager (In Germany).

4.2 Customer/IRC Team Roles

Customer shall provide the following resources, as applicable:

Silja von Bornstaedt- Director of Fundraising IRC DE.

Viola Hahn – Supporter care and Administration Officer

Scott Clarkson – Director of Acquisition

Matthew Bergin- Head of Face to Face

Ali Gülceğün – Fundraising assitant

5. Project Scope

5.1 Provider shall perform the categorized services listed in this section.

- 1) Recruitment and selection of ambassadors
- 2) Training and Management of Face-to Face Fundraising team representing IRC's brand identity. All of the provider's ambassadors will be trained in an extensive training program consisting of:
 - Basic training
 - Project training
 - Update training
 - Quality training
 - Ambassador training
 - Additional sales masterclasses
 - PR training.
- 3) License application and location management
- 4) Script design for the ambassadors and the call center
- 5) Tablet Technology Platform, development of registration form for Tablet App
- 6) Advertisement (using tablets; including the purchase, maintenance, security updates and traffic of the tablet)
- 7) Follow up procedure, containing:
 - a) Welcome calls within 72 hours of sign up for the recruited donors with a rate of at least 70% contacted donors, through specialised internal call center. (No cancellations will be charged)
 - b) Confirmation E-Mail, which is send out to donor within 48 hours after assignment
- 8) Data management, validation, transfer and troubleshooting
- 9) Data delivery and access to the digital database
- 10) Access to Login-Website of Provider
- 11) Fundraising Compliance & GDPR
- 12) Quality control initiatives for reducing attrition e.g. age, donor demographics, territory profiling, training and reporting on fundraiser level performance
- 13) Complaints Management
- 14) Account management, including planning, campaign development and KPI management
- 15) 24/7 access to client page with results and donor database
- 16) Campaign Performance Reporting & Analysis
- 17) Budget Management and Phasing
 - a) We have a weekly invoicing process and budget control loop
 - b) Weekly contact with your key contact in Provider to monitor the results and budget
- 18) Stock Management

- 19) Provision of a complaint email address: (Provider email)
 20) Provision of an e-mail address for data correction: (Provider email)

21) Key Deliverables:

- Tablet form and weekly export file
- Tablet Slide Presentation
- Welcome Mail
- Fundraiser Pitch
- Promotion Box Banner
- Call center Script
- Voicemail Record
- ID Badges
- Clothes (paid by IRC)

6. Assumptions

Campaign	
Number of Net Donors	5000 Street, D2D and roaming. This distribution is flexible upon consultation and approval from IRC.
Type of fundraising	
Start date	November 13th 2023
End date	November 12h 2024
Number of month to complete test	12 months
Target Ave monthly donation	€ 15 € (xxx) inc VAT
Ave expense per donor	
Quality	
Average age of donor	42
% of donors over 35+	60%
Availability in Welcome call	70%
Donors under 25 not chargeable	0%
Email capture %	99%
% of OTG (Free of charge).	5%
Attrition at 3 months	17%
Attrition at 6 months	24%
Attrition at 12 months	35%
Costs	
Total cost of acquisition	



7. Commercial Model and Financial Summary

7.1. Schedule of Charges

- This section describes monthly recurring charges (MRC) and non-recurring charges (NRC) for the services provided in this SOW, including:
- The provider will send a weekly export on Thursday and a weekly invoice every Friday for the number of regular givers recruited the previous week based on the monthly donation and corresponding fee in the payment model below (Fees Table). The price is all inclusive and is not based on NRC.
- Any donors who cancelled on the welcome call or failed to pass the provider's quality checks will not be included on the weekly invoices as no fee is due.
- Any donors notified from IRC to the provider that have cancelled before export to IRC will also not be included on the weekly invoice as no fee is due.
These donors must be notified to the provider latest on Wednesday for the previous week. Example: Donor signed in week 35, cancellation must be notified to provider latest until Wednesday week 36.

Definition of donors that will be free of charge:

- Call cancellations: Donors who cancelled on the welcome call or failed provider's quality check -
Before export cancellation: Donor who cancelled before provider sends export to IRC - Any underage donor, that is donor who is not 25 or older on the date they sign up. – Any donor who does meet the minimum gift threshold of 5.00 € per month/ 60.00 € per year.

- Any duplicate donor. If Provider sign up a donor who they have already signed previously whether currently active or inactive this donor is not chargeable.



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