



Mercy Corps

**Request for Proposal – Mass Market Fundraising Agency(ies)
of Record**

Date – February 16, 2021

I. MERCY CORPS OVERVIEW

Mercy Corps is a global team of humanitarians, working together on the front lines of today's biggest crises to create a future of possibility, where everyone can prosper.

Our mission: to alleviate suffering, poverty and oppression by helping people build secure, productive and just communities.

In more than 40 countries around the world, our nearly 6,000 team members work side by side with people living through poverty, disaster, violent conflict and the acute impacts of climate change. We're committed to creating global change through local impact — 85 percent of our team members are from the countries where they work.

We bring a comprehensive approach to every challenge, addressing problems from multiple angles. Thanks to support from our extended global community, we've provided \$4 billion in lifesaving assistance to meet the urgent needs of more than 220 million people over nearly 40 years. In addition to emergency aid, we partner with local governments, forward-thinking corporations, social entrepreneurs and people living in fragile communities to develop bold solutions that make lasting change possible.

Through our impact, influence and innovations, in 2020 we:

- Reached nearly 37 million people in more than 40 countries.
- Raised \$60.5 million for our COVID-19 Resilience Fund and have reached 15.1 million people so far through our response.
- Provided 1.8 million people with emergency cash assistance.
- Our work in the Democratic Republic of the Congo alone reached more than 4.9 million people.
- Secured \$490 million in revenue from institutional and private funders in 2019.
- Piloted the use of 3D printing to support children with disabilities in Jordan's Za'atari refugee camp.
- Sponsored the Global Fragility Act, together with a coalition of 70 grassroots organizations, which created the first-ever U.S. government strategy to tackle alarming levels of global violence around the world. The act was signed into law in December 2019 after receiving bipartisan support in Congress.
- Launched FInX with a \$10M contribution from Ripple and Rippleworks with the goal to accelerate global financial inclusion by advancing innovative, responsible distributed ledgers, digital assets, cryptocurrencies and other digital financial solutions that help people join the global economy and lift themselves out of poverty.

See more details about our impact in 2020: <http://www.mercycorps.org>

II. PROJECT BACKGROUND AND CONTEXT

Mercy Corps is requesting proposals for a direct response marketing agency(ies) of record (AOR). Mercy Corps is looking for a strategic partner(s) to position us for greater impact amidst our rapidly changing global environment. We've seen that conventional ways that INGOs operate are being challenged; the racial and social justice movement has illuminated uncomfortable truths about our industry's colonial past; the long-term economic and social consequences of the pandemic have set back recent gains; the impacts of the climate crisis are already affecting everyday lives and livelihoods, especially the world's

most vulnerable; and multiple other stress factors will be of high negative impact to the communities we work with. There has also been much internal change within Mercy Corps itself - culminating in the arrival of a new CEO. There are multiple opportunities as well as challenges that these and other factors open up. As such, Mercy Corps is seeking a strategic direct response partner(s) who will:

- Challenge assumptions around common fundraising tactics and approaches (i.e. donor as hero, white saviorism, etc.) and bring new and creative ideas to differentiate Mercy Corps from peer organizations
- Identify and attract new audiences in order to diversify Mercy Corps' donor base and invest in file health and growth
- Drive integration across channels to maximize efficiencies and create a superior donor experience
- Build long-term value of donors, particularly through the growth and diversification of our sustainer program
- Deliver value to our audiences, with the aim of building long-term relationships that result in fundraising success

The agency(ies) should provide excellent client partnership and service, strategic direction, inventive ideas, creative and production support, and reporting and analytics for a full funnel direct response marketing program.

The proposal has been split into two scopes of work: Scope 1- Direct mail program, and Scope 2- Digital program. Agencies may apply for one or both scopes. Mercy Corps will consider proposals for full services agencies covering both scopes, or separate agencies for each scope if the agencies show the ability to partner with their counterpart to drive a cohesive and integrated program. Mercy Corps will not give preference to full service agencies bidding on both scopes. A summary of the scopes is below.

SCOPE 1 - Direct mail program

- Manage direct mail renewal, lapsed reactivation and acquisition strategy and execution, including strategy development, budgeting, production, segmentation, testing, messaging and creative, and ongoing program assessments, reporting and analysis
- Create targeted segmentation to drive donor retention, create efficiencies and reduce environmental impact
- Develop cross-channel campaigns and strategies for acquisition, sustainer and mid-level audiences, including development of strategy to diversify Mercy Corps' donor base
- Forecasting, performance monitoring and analytics, and strategic insights, including investment scenarios for optimizing revenue, new donor acquisition/conversion and sustainer growth
- Creation of inclusive content that engages and appeals to diverse audiences, including opportunities to drive-to-web and facilitate conversion direct mail donors into multi-channel donors
- Development of comprehensive testing strategy and execution that ladders up to Mercy Corps and Resource Development priorities
- Creation of quick-strike emergency fundraising appeals to respond during global emergencies

SCOPE 2 - Digital program

- Manage email, paid social media, SEM and texting programs
- Develop evergreen acquisition strategy and management opportunities including social media, display, native advertising and digital peer-to-peer fundraising

- Review and optimize Google Grants to broaden keyword reach and improve current strategies
- Create tailored, full-funnel, cross-channel digital acquisition and marketing strategy that moves us beyond standard seasonal fundraising and focuses on strategic growth and KPIs
- Development of cross-channel campaigns and strategies for acquisition, sustainer and mid-level audiences, including development of strategy to diversify Mercy Corps' donor base
- Forecasting, performance monitoring and analytics, and strategic insights, including investment scenarios for optimizing revenue, new donor acquisition/conversion and sustainer growth
- Creation of inclusive content that engages and appeals to diverse audiences
- Comprehensive testing strategy and execution that ladders up to Mercy Corps and Resource Development priorities
- Creation of quick-strike emergency fundraising appeals to respond during global emergencies
- Consult on larger unpaid marketing strategy, particularly organic social channels
- SEO consultation, including keyword research and article recommendations to increase Mercy Corps' relevancy and attract new audiences to the site

Mass Market Fundraising Program Overview

The program overview will be provided upon submission of a signed nondisclosure agreement.

III. DESIRED SERVICES & SCOPE OF WORK

The vision of the Resource Development team at Mercy Corps is to boldly share the magic of Mercy Corps' global impact with key audiences through an approach that is both user-driven and participant-community focused. We aim to inspire financial support and partnership through transparency, inclusivity, creativity and best-in-class storytelling.

The Mass Market Fundraising program seeks a strategic partner(s) who will help us achieve this vision by increasing our contribution of unrestricted revenue in support of our global teams and Mercy Corps' mission.

As such, for both scopes under this RFP, we are seeking a partner(s) who:

- Challenges the status quo and looks for opportunities for innovation
- Focuses on delivering value and building trust with current and prospective supporters
- Believes that long-term relationship-building goes hand-in-hand with fundraising success
- Proactively identifies efficiencies and seeks to maximize investments
- Highly values transparency and ethics in fundraising
- Leader in diversity and inclusion, and lives these values through its business, team composition and its work with clients
- Demonstrates strong commitment to our mission
- Acts as an extension of our team, making recommendations in the best interest of our goals and mission
- Works collaboratively with our team and partner agencies
- Has excellent project management skills
- Is highly responsive, including during non-standard hours when global crises strike
- Immerses themselves in our data and approaches fundraising with a multichannel mindset at all times

- Develops a full understanding of how all of our channels impact one another and improves the experience of our donors through coordination across channels
- Helps Mercy Corps grow year-over-year awareness, donors and revenue
- Helps identify new audiences and creative ways to reach, engage and retain them
- Strives for creative excellence and develops inclusive, relevant and innovative content that will set Mercy Corps apart

Mercy Corps is considering each of the following areas of service for both Scope 1 and Scope 2. Final services will be selected depending upon cost, agency expertise, and whether Mercy Corps selects either one or two agencies to fulfill the two scopes.

Strategy

The AOR consults with Client to make sound and educated decisions regarding the immediate and future direction of our marketing programs. The major deliverables are as follows:

- Annual budget and roadmap planning
- Campaign strategy development and projections
- Segmentation
- Testing strategy
- Post campaign & performance reporting
- Cross-channel audience strategy and campaign planning (acquisition, sustainers, mid-level, emergency)
- File diversification strategy development
- Sustainer-first strategy development
- Investment scenarios and projections for optimizing revenue and file growth

Account Management

The day-to-day account management team working on the business will be tasked with making sure the account runs smoothly by providing implementation management including direction, oversight, quality control, and timeliness and meeting budget parameters. The AOR will be expected to provide:

- Campaign/project schedules
- Client status reports
- Budget cost tracking
- Campaign/projection instructions/direction to internal team
- Obtain client approvals on work product and business rules
- Meeting coordination and recap notes
- Drive issue resolution
- Interface with vendor partners, where appropriate

Analytics & Reporting

The AOR provides analytical services which drive the entire range of marketing execution decisions. Key analytic solutions include:

- Regular campaign analysis
- Regular donor file analysis & trends
- Advanced analytics solutions (predictive modeling, donor segmentation, etc.)
- Campaign scoring
- Analytical program audits
- Advanced testing & testing design
- Ad-hoc analytics requests

- Integration of 3rd Party data appends for insight & enhanced targeting
- Attribution and advanced value measurement

Creative Management

The AOR's creative team will produce creative that supports the goals and objectives of the campaign plans. The AOR will work in partnership with Client creative services to develop and deploy a variety of marketing messages. **Client defines which creative they will provide, and on which campaigns they would like to enlist the AOR creative services.** Along with ideation, design, messaging and development of creative concepts and actual print and digital art, the AOR creative team is also responsible for the following:

Scope 1: Direct Mail Creative Support

- Execute creative for direct response program, including copywriting and design for direct mail control and test packages, including appeals, newsletters, planned giving, and cultivation mailings.
- Preparing print specifications
- Gathering resources for campaigns (research, interviews, etc.)
- Ensuring adherence to the Client brand standards and style guidelines
- Ensure design meets postal requirement and policies, scanning requirements for mail reply
- Incorporate best practices in responsive design
- Full editorial services to ensure quality control

Scope 2: Digital Creative Support

- Execute creative as requested for email, paid social media, SEM and texting, including copywriting and design
- Work with Client on design and execution of landing pages
- Design, production and deployment of video ads
- Gathering resources for campaigns (research, interviews, etc.)
- Ensuring adherence to the Client brand standards, fundraising compliance, style guidelines and digital design system
- Ensure email design is in alignment with CAN-SPAM and other policies
- Incorporate best practices in responsive design and accessibility
- Support to ensure quality control

Production Management

Scope 1: Direct Mail Production Support

The AOR manages all print production for the direct mail program. The following tasks are required for mail production:

- Bidding all jobs, maintaining details of vendor selection especially if price was not the determining factor
- Securing and managing all outside print and letter shop vendors
- Keeping the team informed on USPS changes
- Preparation of letter shop instructions
- Reviewing and approving print proofs (with other key team members)
- Reviewing and approving live lasers (with other key team members)
- Reviewing and approving all outside invoices for payment
- Inventory management
- Postage management

Scope 2: Digital Production Support

Email production is managed Client side, the current email platform is ActionKit. The AOR will manage:

- Production as requested to support email, paid social media, SEM and texting
- Paid social media ad creation and ad placement/media spend, including planning; copy, design, and production; buying, execution, and optimization; and analytics
- Texting campaign support as requested

IV. EVALUATION OF PROPOSALS

To ensure consistency across proposals, when answering questions, follow the same numbering and naming logic for each response.

All questions apply to both Scope 1 and Scope 2 unless otherwise noted. If bidding on both Scopes, please ensure your responses indicate any differences in approach or services between the Scopes.

1. Agency Description

- 1.1. A brief history of the Agency.
- 1.2. Brief list of Agency capabilities.
- 1.3. A list of your five largest (by revenue) current clients
- 1.4. What percentage of your agency's business is derived from work with non-profit organizations?
 - 1.4.1. Names of all other current or recent clients engaged in programs closely similar to those in this RFP.
 - 1.4.2. List all current clients that are national non-profits (do not include regional organizations)
- 1.5. Provide a sample of a client contract and indicate any changes that would need to be made for Mercy Corps' program.
- 1.6. Please explain your view and practice towards furthering commitments towards diversity, equity and inclusion, and your track record in this area.
- 1.7. Please provide at least three current and one previous client, whom we may contact for references. Include the following for each reference:
 - Company name
 - Length and type of engagement
 - Contact name
 - Company Address
 - Contact telephone number
 - Contact e-mail address

2. Staffing

- 2.1. Provide the organizational structure of the team that would be handling the Mercy Corps' account. Clearly define staff and resources that will be dedicated to each of the key areas, as applicable:
 - Direct Mail
 - Email
 - Digital Marketing & SEM/SEO

- 2.2. Include the name and resume of the person who will be the main contact and have accountability for our business within your organization along with the estimated percent of time this person will dedicate to the account.
- 2.3. Detail your processes for ongoing communication with Mercy Corps and other current clients. Please detail frequency and mode of contact. Include a specific plan to maintain and keep the account team, as well as the Mercy Corps team, current regarding strategy, creative, results analysis, and any other program details or issues.
- 2.4. Describe how, in the past, you have integrated with organizations with hands-on fundraising teams.
- 2.5. Describe how your agency would ensure coverage and/or scale up when needed due to a global emergency or during remarkable program growth.

3. Strategic Consulting, Program Planning and Management

Please describe how the Agency performs the functions listed for all channels in Scope 1 and/or Scope 2 as applicable:

- 3.1. Annual Planning and Campaign Strategy
 - 3.1.1. Provide an overview of your approach to strategic planning, share any examples or tools you would use, and outline any expectations or needs you would have from Mercy Corps to be successful in this area.
 - 3.1.2. Describe your processes for ongoing monitoring and annual evaluation of strategy implementation and performance and how you work with clients to recommend strategy adjustments or shifts based on the evaluation.
- 3.2. Fiscal Management - Explain in detail how you create an annual forecast and expense budget.
- 3.3. Testing - Provide an overview of your approach to your testing strategy and how you would go about developing a testing roadmap that ladders up to the strategic goals for the program.
- 3.4. Cross-channel strategy and campaign planning - How you would work with Mercy Corps and other agency partners to create integrated cross-channel strategies and campaigns? Provide a top level overview of your proven approach in managing the solicitation and conversion of donors across channels (online, offline, telephone) and subsequently managing communication tracks based on activity or donor preferences.
- 3.5. Segmentation - Provide an overview of your approach to segmentation for a fully integrated program, including any specific segmentation strategies to optimize performance, analysis and donor relationships.
- 3.6. Emergency fundraising - Provide specifics of your team's plan to activate fundraising during a global emergency.
- 3.7. File Diversification - Describe your experience and strategies used to assist other clients in diversifying their donor file (age, race/ethnicity).
- 3.8. Provide the following as labeled appendices to your RFP response:
 - 3.8.1. Sample program / campaign strategy memo
 - 3.8.2. Sample fiscal year program budget and memo
 - 3.8.3. Sample testing plan / strategy

4. Creative and Editorial

- 4.1. Describe your creative approach, from creative concept to finished creative output.
- 4.2. How do you work with clients' in-house creative team members (copywriters, designers, etc?)

- 4.3. How do you work with clients to develop fresh, effective creative offers that are ethical and inclusive?
- 4.4. Provide samples of your creative work across several current clients and for all channels in Scope 1 and/or Scope 2 as applicable. Include samples of acquisition, appeals, cultivation, reactivation, sustainer, mid-level and advocacy communications. Provide a brief summary of the audience for the sample, the objective and any results highlights where appropriate.

5. Analytics and Reporting

- 5.1. Describe your analytics capabilities. Please note if/how services, reports or products can be customized to best support Mercy Corps' specific needs (i.e. data and reporting structure, terminology, etc.)
- 5.2. Describe your analytics department: breadth of capabilities, # of staff.
- 5.3. What data enhancements do you utilize to increase the performance of your analytics solutions?
- 5.4. Do you use personas for your clients? Were they developed by you or someone else?
- 5.5. How do you use modeling to help achieve goals?
- 5.6. How do you approach responding to last minute, urgent requests coming from senior leaders at Mercy Corps?
- 5.7. Provide the following as labeled appendices to your RFP response:
 - 5.7.1.1. Standard reporting suite
 - 5.7.1.2. Sample of how you report on integrated and multichannel giving behaviors.

6. Data Management

Note: Database is not part of this RFP, however, you will have to utilize information from various databases in order to fulfill the requirements of the RFP.

- 6.1. Describe the process for receiving and uploading external data feeds. Include security protocol(s) and version(s) used for data in-motion transfer protocol(s) and level of encryption.
- 6.2. Please provide details on your database applications and capabilities. Include version(s) and any other relevant security processes used to store data at-rest.
- 6.3. Please provide details on your data processing capabilities. Include any processes used to ensure secure processing workflows.
- 6.4. Describe your data enhancement capabilities.

7. List Brokerage

Scope 1 only:

Note: Direct Mail List Brokerage is not part of this RFP, however, you will be closely coordinating with our list brokerage partner to build our acquisition strategy, including strategies for file diversification and cross-channel acquisition.

- 7.1. Who would your agency propose as a list manager/broker for Mercy Corps?
 - 7.1.1. If you recommend moving away from our current list manager, how would you manage that transition?

8. Production Management

- 8.1. Describe your company's background and experience in managing work of a similar size and nature to Mercy Corps' programs.
- 8.2. Describe your process for managing programs to agreed budgets and your communication approach for any changes or unexpected costs.

8.3. Do you have an in-house production management team? If not, please list the name(s) of the production management vendor(s) who will manage this work on your behalf.

8.4. Explain in detail your production process. Include all Quality Control procedures in place to ensure accuracy throughout the entire campaign process and the level of involvement from all parties (including the manufacturing vendor), highlight handoffs where you require client engagement and approval, and note procedures for remedying quality control issues.

For Scope 1 only:

8.5. Describe the process you use to award print and letter shop work and how you secure the best possible pricing.

8.6. Please explain your view and practice towards ensuring direct mail practices are environmentally sustainable, including your track record in this area.

9. Vendor Partner Management

If your Agency enters into a partnership or similar relationship with a separate organization in order to deliver some part of the requirements set forth in this RFP, before that relationship is finalized Mercy Corps must be made aware of the relationship and be allowed the opportunity to assess the appropriateness and capabilities of the proposed partner. If you intend to partner with another organization to provide any of the services outlined in this RFP, please provide an overview of that organization as defined below:

9.1. A brief history of the Partner organization.

9.2. Brief list of the Partner organization's capabilities.

9.3. Describe how reporting or billing would flow from the Partner organization to Mercy Corps.

10. Transition Planning

10.1. Describe how the Agency would manage the transition of the AOR work, including associated costs/fees.

10.2. Provide details on a transition that the Agency has undertaken of a similar size/nature.

10.3. If awarded the AOR contract, describe your methodology and timing to create a draft FY22 Budget.

11. Pricing

We request that you provide narrative responses to the following. Your proposed pricing should include all anticipated agency expenses based on the scope of services outlined.

11.1. Describe your approach to pricing. Are fees structured as a monthly retainer, mark-up charges, or a combination?

11.2. Do you bill for fees monthly? If not, specify the billing schedule.

11.3. How would you set fees for services that fall outside of the scope of an agreement with Mercy Corps?

11.4. What fee increases have you had over the last two years?

11.5. Provide a price list for all services you will be providing for Mercy Corps. Specify which services are included in the fees, and which services are not included. Break out any fees or services that are optional but are not included in the base request. Note any one-time or set-up fees. Include fees in these categories:

11.5.1. Account management - including relationship management, strategic planning, budgeting, segmentation, analytics and reporting

11.5.2. Creative (breaking out by channel if appropriate)

11.5.3. Production (breaking out by channel if appropriate)

- 11.5.4. Commission (breaking out by channel if appropriate)
- 11.5.5. Travel
- 11.5.6. Other

12. Direct Mail Package Pricing

For Scope 1 only:

As part of the RFP process you’ve been provided with specifications for three current direct mail packages and a pricing template (Mercy Corps AOR Pricing Template) to share pricing for all services. Please do not vary from this spreadsheet. There are sections titled “other expenses” where you can list any expenses you are recommending in your response that are not listed on the spreadsheet. Disclose all costs driven by quantity, i.e., per unit costs. The direct mail packages are: 1) current acquisition control package, 2) November holiday appeal, and 3) newsletter.

Completion of the following exercises are not required until the interview selection phase of the RFP and, if selected, will be shared as part of the agency’s presentation to Mercy Corps.

13. Program Analysis Exercises

If selected for an interview, historical information on the Mercy Corps’ constituent file will be shared with you. Using the data provided, please complete the following:

- 13.1. **Program Analysis:** Based on the information in this RFP and the data set provided please provide your view on the program and what your top areas of focus for FY22 would be if you were awarded the business. Please provide a strategic framework for how you would approach addressing these areas, including recommendations regarding shifts in strategy, channels, investment, and/or creative and any revenue implications or potential risks.
- 13.2. **Sustainer Program Enhancement:** Based on Mercy Corps’ plans to generously grow our Partners In Mercy sustainer program and to transition to a “sustainer-first model,” please describe what you would recommend for years 1, 2 & 3 and beyond. Explain your concrete ideas that are natural extensions of our current work and new ideas for both revenue and programs.
- 13.3. **File Diversity & Growth:** Based on the Mercy Corps’ plans to diversify (age and race/ethnicity) and expand our donor base, please describe what you would recommend for years 1, 2 & 3 and beyond. Explain your concrete ideas that are natural extensions of our current work and new ideas.

RFP CALENDAR/TIMELINE

RPF published & NDA sent to agencies 2/16
NDA signed and returned 2/17
Full RFP sent to agencies 2/17
Questions and Answers period 2/17-03/02
Questions and Answers period closes 03/02
RFP responses due 3/10
Agencies chosen for presentations 3/19
Agency presentations week of 3/29
Agency selected and notified 4/5

RFP DATA & RESOURCES

1. Direct mail calendar
2. Email 24-hour reporting table
3. Direct mail package creative and specifications for:
 - a. Current acquisition control package
 - b. Newsletter
 - c. November holiday appeal
4. Mercy Corps Pricing Template

To be shared with those selected for interviews:

5. Mercy Corps historical constituent file

EVALUATION CRITERIA

Criteria	Weight
Cost: Overall value for cost	15%
Thought Partner: Acts as an extension of our team, making recommendations in the best interest of our goals and mission; Challenges assumptions around common fundraising tactics and approaches and looks for opportunities for innovation; Leader in diversity, equity and inclusion, and lives these values through its business, team composition and its work with clients.	20%
Strategy & Planning: Helps Mercy Corps grow year-over-year awareness, donors and revenue through the creation of strategies that: Drive integration across channels to maximize efficiencies and create a superior donor experience; Identify new audiences and creative ways to reach, engage and retain them; Deliver value to our audiences, with the aim of building long-term relationships that result in fundraising success; Creation of expense budgets, revenue projections and testing roadmaps to support strategies.	20%
Creative Approach: Strives for creative excellence and demonstrates experience and excitement about developing ethical, inclusive, relevant and innovative content that will set Mercy Corps apart.	15%
Production & Program Management: Highly responsive; Excellent project management skills; Proactively identifies efficiencies and seeks to maximize investments.	15%

Data Management & Analytics: Immerses themselves in our data and approaches fundraising with a multichannel mindset at all times; Develops a full understanding of how all of our channels impact one another and improves the experience of our donors through insights across channels and audiences; excellence in data management.	15%
	100%

CONTACT FOR BID INQUIRIES

All inquiries concerning this solicitation shall be addressed to the following Designated Contact:

- Mark Spencer | Director of Global Procurement | mspencer@mercy corps.org

Please email an electronic version of your response (via e-mail), including all supporting documentation, and direct questions about the RFP to the designated contact.

I. OTHER TERMS & CONDITIONS

WITHDRAWAL OF RFP

Proposals may be withdrawn before the RFP submittal deadline by submitting a written request to the Contact Person. Re-submittal before the RFP submittal deadline can be made; however, they may not be re-submitted after the deadline.

RFP COSTS

All costs incurred in the preparation and presentation of proposals to the RFP shall be completely absorbed by the responding party to the RFP. All documents submitted as part of the RFP will become property of the Mercy Corps. Requests for specific material to be returned will be considered. Any material submitted that is confidential must be clearly marked as such.

AWARD BASIS

At the option of the Mercy Corps, finalists for the Agent designation may be selected for a final round of negotiations; however, applicants are encouraged to present their best offers with their initial submission. Mercy Corps reserves the right to accept or reject any and all proposals, to waive any irregularities in any proposal process, and to make an award of contract in any manner in which Mercy Corps, acting in the sole and exclusive exercise of its discretion, deems to be in Mercy Corps best interest.

CONTRACTUAL DEVELOPMENT

Once an applicant is approved as the exclusive Agent, the successful respondent will enter into a contract with the Mercy Corps. Contract discussion and negotiation will follow the award selection. Bidders must be amenable to inclusion, in a contract, of any information provided whether herein or in response to this RFP, or developed subsequently during the selection process.

CONTRACT TERMS

Firms that are selected as the exclusive Agent are eligible to enter into a service contract. Mercy Corps may terminate the contract upon written notice to the Agent of not less than thirty (30) days.

EQUAL OPPORTUNITY

Mercy Corps emphasizes that all respondents will receive full consideration without regard to race, color, religion, sex, national origin, sex, disability, age or sexual orientation. Minority and women-owned firms are especially encouraged to respond to this RFP.

LIMITATIONS

Mercy Corps, reserves the right to reject any and all Proposals and to waive any informality in the solicitation process. Total proposal length excluding cover letter, details of professionals who will provide services, and contact information of client references, should not exceed 12 pages.