**Digital & Content (Email Marketing) Request for Proposal for Asset Creation Supplier**

**Background – Email Marketing Strategy**

To deliver **targeted**, informative, and relevant key messages to supporters at their **optimum level of engagement.**

Our key impact goals are to:

* Deepen relationships with supporters
* Maximise supporter value
* Retain commitment

What are we wanting to achieve with dynamically created assets for our emails?

* To **increase channel revenue**.
* To **grow our active supporter database**, this will include retaining actively engaged supporters and acquisition.
* To **increase conversions and engagement** for all our database.

**Background – Proposal for Asset Creation Supplier**

Budget range: £40 – 60K inc vat

The chosen supplier will be able to work with us in the following way:

* Provide licences for multiple users
* Support package (30hrs min, to include production and technical support. Onboarding training, strategy and planning sessions and ongoing training QA, testing)
* Connect with ESP (Adestra)
* Platform allows for WWF-UK to create intelligent creative applications (“Applications”) that combine content, data, and business logic. The term “Communication” means any email message, web page, display advertisement, mobile message (in-app message, message inbox or push notification) or other communication that is sent, displayed, targeted, created or customized through use of the Services.

(Such as polls, countdown calendars, dynamic banners)

* Platform if applicable will supply a creative tag, which WWF-UK can embed within the communication. Applications generate intelligent creative each time the affected Communication is opened or viewed, as applicable. WWF-UK can modify the content, data, and logic of an Application at any time. WWF-UK may create an unlimited number of Applications in Communications up to its Maximum Allotment per channel.
* WWF-UK should be responsible for final creative assets (Including image files, URLs and custom fonts)
* WWF-UK will determine applicable business logic for each application set-up
* The platform must also include an analytics dashboard which provides advanced analytics relating to the Platform and performance of Applications.
* Supplier if possible must align with WWF’s vision and mission with values that respect diversity, equality and inclusivity and evidence of partnership working.
* Value for money; competitive pricing for expertise. We need fees to be clear and structured in a flexible way. *Please state day / hourly rates and price per project element, ideally with capped fees.*
* Confidentiality and Data protection. *Please provide your confidentiality statement and GDPR principles.*
* Diversity, Equality and Inclusivity (DE&I). *Please share your approach to DE&I and how you would approach the project in this respect.*
* It is our preference that an appointed external partner adopts our standards terms and conditions for engaging with us. These are attached. *Please can you state whether or not you would be comfortable with this and whether or not there are any terms which might create difficulty for you.*

***The Selection Process***

In line with our procurement process, we are now approaching organisations (to ensure we get at least 3 responses) who might be able to provide the above services. The email marketing team will consider the responses and make a decision based on the following criteria, with approximate weightings shown:

* 1. **25%: The organisation’s proposed approach to the points above**
  2. **20%: Depth and breadth of expertise as evidenced by recent client work**
  3. **20%: Values, partnership, inclusivity – alignment with WWF**
  4. **35%: Price – value for money**

**Timelines and Next Steps**

This RFIQ was issued during w/c **10/ 04 /23**

Any potential providers can speak to **Poonam Reid** with any queries, (preid@wwf.org.uk)

We request that all responses are returned to us by **28th April 2023**

A decision will be made as soon as possible with a view to the project starting in May 19th 2023

--------------------------------------

Thank you for expressing an interest in working with and supporting WWF-UK with this important piece of work. We look forward to receiving your response.