



Request for Proposal

Request for Proposal (RFP) Details	
RFP Reference	RFP-MKT-OCT2024-002
RFP Launch Date	Nov 2024
Deadline for Submission of Questions	10/18/2024, 5pm, PST
Proposal Submission Deadline	10/18/2024, 5pm, PST
Submit Proposals or Questions to:	Medical Teams International Attn: Dane Barnett 14150 SW Milton Court Tigard, OR 97224 Or dbarnett@medicalteams.org
Estimated Contract Award Date	November 1, 2024
Contract Start and End Dates	November 1, 2024 – September 30, 2025
Contract Manager	Dane Barnett, Interim Director of Marketing & Engagement
List of Attachments	<ol style="list-style-type: none">1. Introduction2. Project summary3. Deliverables4. Requirements

- Queries related to this RFP must be addressed to the email listed above.
- Please include the *RFP Reference* number above in all correspondence.
- Late submissions will not be accepted.



1. Introduction to Medical Teams

Medical Teams International is a faith-based humanitarian relief agency focused on providing life-saving medical care for people in crisis, such as survivors of natural disasters and refugees. We serve all people – regardless of religion, nationality, sex or race.

Founded in 1979, Medical Teams International is a charitable 501(c)(3) organization. Medical Teams provides emergency and primary health services for people who otherwise would not have access to care. This is performed by professionally trained staff or local volunteers or international volunteer health care providers in fixed and mobile health centers. Medical Teams programs across the world also play a key role in strengthening health systems while simultaneously strengthening and empowering the local communities.

We utilize various digital channels to build our brand, share our stories with our current donors, and reach new target audiences. In 2024, we launched our new monthly donor community called The Pulse and in this next fiscal year hope to find more new donors through digital channels. We are looking for a partner with a proven success record that has been able to successfully reach and convert donors across digital channels for other small to medium size organizations. Having non-profit experience is critical, but knowing for-profit advertising is a plus. We want to grow our donor base, specifically with donors between the ages of 35-55. We need to grow our brand and are looking for an innovative partner that understands how to utilize our in-house expertise to create the best outcomes with our digital advertising.

Read more about Medical Teams International's at: <https://www.medicalteams.org/who-we-are/>

2. Project Summary

Medical Teams International is inviting qualified, interested parties to bid as part of a competitive proposal / quotation process. Successful bidders will be expected to enter into a formal contract for a the remainder of our fiscal year (October 2024 – September 2025). This includes:

- Recommendations of digital advertising strategy based on goals and vision of the in-house team.
- Digital advertising buys including, but not limited to, search, display, and social media.
- Retargeting ads (including retargeting of internal campaigns).



- Managing our Google Ads account including our Google Grant.
- Design support for all digital ads

These deliverables will support Medical Teams operations in Tigard, Or and the greater US.

1. Deliverables

We would like the agency to develop and implement a robust, formal digital advertising program to meet the business needs of Medical Teams Internal and our future growth goals. Interested parties must be able to provide the following deliverables:

- Strategic guidance on digital campaigns focus including recommendations on audience and current best practices. Should also include an annual proposed plan that outlines the audiences, timing and platforms. This will also have to match other internal Medical Teams plans and requirements.
- Partner and share new ideas! Test new things, fail cheaply, and find success that can be replicated.
- Manage the account well. Notify the team of any issues in a timely manner and support finding the necessary fixes.
- Regular check-ins to ensure campaigns are executed well and meeting ROI targets.
- Regular reporting on campaign performance.

2. Requirements

Interested parties must be able to demonstrate the following:

1. Experience working with similarly sized teams, with limited in-house capacity/expertise.
2. Strategic communications expertise, both strengthening brand and global positioning.
3. Innovative and creative ideas for various communications channels to achieve goals.
4. Ability to test strategies and measure results across efforts, monthly reporting.
5. Experience and expertise in growing donor lifetime value, specifically through a monthly donor program preferred. Experience in acquiring new donors online, specifically generation X and Millennials.
6. Experience designing and implementing creative advertising.
7. Must be able to manage state solicitation protocols and fundraising registration requirements.



Each proposal must (a) specifically address each item of the proposed scope, requirements, deliverables, and timeline (b) including as attachments all additional information and supporting materials necessary to fully respond to each item, and (c) include a price for each portion of the work so that Buyer has the option of removing any item without affecting the overall proposal.

3. Medical Teams Responsibilities

Medical Teams will be responsible to provide:

1. Travel expenses (air travel, ground travel, visas, food while traveling) if deemed necessary
2. Briefing or training
3. Payment terms – net 30

4. Proposal Submission Guidelines

Interested parties must submit all the below documentation in the specified format. All the Requirements listed above must be demonstrated in the submission documents. Interested parties may provide additional documentation as part of any submission.

Proposals may be submitted in digital format to the address listed in the *RFP Details* on page 1 above.

Proposals must be received prior to the deadline listed in the *RFP Details* on page 1 above.

Insert list of relevant documents required below. Delete any that are not relevant.

Cover Letter and Proposal document	PDF
Annex 1 – Price Quotation	Signed PDF
Annex 2 – Questionnaire	PDF
Annex 3 – References	PDF
Annex 4 – Supplier Code of Ethics	Signed PDF

Evaluation Process: Shortlisted bidders may be invited to discuss their proposals in more detail at Medical Teams’ discretion. These meetings are planned to take place in October of 2024. Please be prepared to present your portfolio and go through further questions based on responses of items through this RFP. More information about the interview process will be released at the time of



invitation. Medical Teams reserves the right to keep confidential all details of the evaluation and to select the successful RFP. Proposals will be evaluated through documented review of all relevant criteria by qualified Medical Teams staff, as required by the *Medical Teams Global Procurement Policy*. Medical Teams reserves the right to award in full, part or not all, any submission; and to re-publish the RFP.

Value for money is extremely important to Medical Teams International, and all decisions will be made to ensure funds dispensed are used in the most effective and efficient manner. Medical Teams International may award multiple contracts and all contracts will be non-exclusive.

Payment: Medical Teams International's standard payment terms are **30 days** at the end of the month receipt of invoice, or after acceptance of Goods/Services/Works if later.



ANNEX 1 – PRICE QUOTATION

Total quoted price is one of the key criteria for evaluation. The total billable price for the deliverables must be indicated. Be sure to seek any necessary clarifications regarding price prior to bid submission. **Prices must be submitted in USD.**

Name		
RFP Reference		RFP-MKT-NOV22-001
Quote Validity (days)		
No.	Deliverable	Quoted Price
1	Insert deliverables and details to help calculate price (e.g. days)	
2		
3		
4		
5		
Subtotal		
Other costs (provide description)		
Tax (if applicable)		
Grand Total		

Name	
Date	
Signature	





ANNEX 2 – QUESTIONNAIRE

The questions below will help to clarify the requirements listed in Section 4 above to allow for accurate evaluation of candidates. These details may also inform resulting contract details. Replies must be clear and accurate. Please attach supporting documents if needed and reference them in the relevant Reply below.

Name	
RFP Reference	Insert references (2-3 required)
Question	Reply
Share, topline, your process for approaching a project like this.	
What experience do you have working with other nonprofits building donor lifetime value?	
Please share your portfolio of relevant work.	
Detail the entire team structure, including strategic counsel and day-to-day executors.	
Tell us about a time when a clients' campaign was not going well and what did you do.	
In 250 words or less, why do you want to work with us and why should Medical Teams choose you?	



ANNEX 3 - REFERENCES

Provide at least three professional references, preferably from the humanitarian sector within the past two years.

Name	
Company	
Title	
Address	
Telephone Number	
Email	
Relationship	
Number of years known	

Name	
Company	
Title	
Address	
Telephone Number	
Email	
Relationship	
Number of years known	

Name	
Company	
Title	
Address	
Telephone Number	
Email	
Relationship	
Number of years known	

Name	
Company	
Title	
Address	
Telephone Number	
Email	
Relationship	
Number of years known	



ANNEX 4 – SUPPLIER CODE OF CONDUCT

Supplier Code of Conduct and Conflict of Interest Policies

Medical Teams and the Supplier agree to follow the below policies for all activities involved in their work together and in regard to all stakeholders affected directly or indirectly by this work.

Section 1 Conflict of Interest

A conflict of interest is when one Party, or their friend or relative, will benefit personally from decisions or actions made in the course of business. All actual or potential conflicts of interest must be disclosed to the other Party as soon as possible. Failure to do so may result in penalties or canceling of current and future work together. Managers from Medical Teams and the Supplier must work together to find solutions for addressing any actual or potential conflicts of interest that arise.

Section 2 Ethical Conduct

Both parties agree to observe the highest standards of ethical conduct when dealing with its personnel, suppliers, customers and other relevant stakeholders. Both parties shall accurately record and disclose information regarding its business activities, structure, financial situation, and performance in accordance with applicable laws as well as prevailing industry business practices. Both parties agree to implement and maintain processes to address the confidentiality and protection of an employee who in good faith raises a concern, makes a report, or assists with an investigation related to potential ethical or criminal violations.

Section 3 Anti-Corruption

The Parties to agree that they will not participate in any corrupt conduct, including, without limitation, any bribery, extortion, fraud, cartels, abuse of power, embezzlement, money-laundering and other similar activities. Any gifts given to staff of the other Party must be made known to Party Management, and the Management may choose to disallow the gift on principles of integrity and anti-corruption.

If a Party discovers evidence of corruption in the activities carried out together or that impacts the other party, they will inform the other Party in a timely manner. A Party may be required to address actual or perceived corruption within a reasonable timeframe or risk the suspension of current or future work together, including the potential cancellation of current contracts (as identified in each contract). Each Party is expected to have adequate measures in place to prevent corruption in their organization and to promote a culture of integrity.

Section 4 Anti-Terrorism

It is MTI's policy to comply with the laws and regulations of the United States Government, the European Union and the United Nations concerning the ineligibility of vendors, contractors and suppliers for reasons of fraud, corruption or terrorist activity. These laws and regulations prohibit



MTI from doing business with or providing support to any persons or entities that have been found to be engaged in or provide support for any such activities. The Service Provider agrees to abide by this policy.

Both Parties will exercise due diligence to ensure that no resources will be used to support or facilitate terrorist activity in compliance with all **applicable anti-terrorist financing and asset control laws, regulations, rules and executive orders, including but not limited to, the USA Patriot Act of 2001 and Executive Order 13224**. If any concerns are raised that programs or activities have supported or facilitated terrorism, they shall be immediately and thoroughly investigated and fully reported to all Parties. If either party determines that the funding, programs and/or activities of the other party have directly or indirectly, purposely or inadvertently, been used to support or facilitate terrorist activity, the other party may terminate any contracts immediately with written notice.

Section 5 Harassment

Both Parties agree to forbid all cases of physical, sexual or psychological harassment in their workplaces. Reported incidents must be taken seriously, investigated thoroughly and reported to authorities as required by law.

Section 6 Child Protection

No persons under the age of 18 will be allowed to work or volunteer for any labor required for Medical Teams activities. Both parties agree to conduct their work in a way that avoids any physical or emotional mistreatment, sexual abuse, neglect, or exploitation of children. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, shall constitute the sexual exploitation and abuse of such person.

Section 7 Prevention of Sexual Exploitation and Abuse

The Supplier will take all appropriate measures to prevent sexual exploitation or abuse of anyone by it or by any of its employees or any other persons who may be engaged by the Supplier to perform any services under the Contract. The Supplier will refrain from and shall take all appropriate measures to prohibit its employees or persons engaged by it from, exchanging any money, goods, services, offers of employment or other things of value, for sexual favors or activities or from engaging in any sexual activities that are exploitive or degrading to any person. The Supplier acknowledges and agrees that the provisions constitute an essential term of the contract and that any breach of this representation and warranty will entitle Medical Teams International to terminate the Contract immediately upon notice to the Supplier, without any liability for termination charges or any other liability of any kind.

Section 8 Environmental Protection

Both Parties agree to follow required environmental laws and to conduct their work in a way that causes as little harm as possible to the environment and avoids unnecessary waste of resources.



Section 9 Information Protection

All confidential information shared or collected during or after the Parties work together must be treated with diligent care and protection. Information involving the other Party or joint activities must never be shared with prior written authorization from the other Party.

Section 10 Dispute Resolution

Both Parties agree to use their best, honest efforts to cooperatively resolve any disputes and problems that arise in connection with their work together. Both Parties will make an effort to continue their responsibilities without delay or loss of quality while attempting to resolve any disputes.

Disputes which remain unresolved after thirty (30) days may require mediation through a mutually agreed arbitration provider or through legal action. Allocation of mediation costs must be agreed by both parties in writing prior to starting the arbitration process. The Parties agree that any decision by an arbiter will be binding and may be entered as a final judgment in any court of competent jurisdiction.

“I acknowledge that, on behalf of myself and the organization stated below, I have read and understood the above policies and agree to fully abide by them in regard to all dealings with Medical Teams staff and operations. I am authorized to represent the organization in these regards.”

Full Name: _____
Title: _____
Company Legal Name: _____
Signature: _____
Date: _____

*Company
Seal/Stamp* _____

Any concerns should be communicated to the local Medical Teams office or to headquarters: info@medicalteams.org or (503) 624-1000 or toll-free at (800) 959-4325. Concerns can also be reported anonymously using our hotline at www.reportline.medicalteams.org or by calling (800) 461-9330.