

# NRC Germany | Request for Proposals – Fundraising Services

## 1) ABOUT NRC GERMANY AND BACKGROUND

Founded in 1946, the [Norwegian Refugee Council](#) (NRC) is an independent humanitarian organization that supports refugees in rebuilding their future and advocates for their rights.

Since 2017, the organization has also been represented in Germany with an office in Berlin. The German section was initially known as NRC Flüchtlingshilfe Deutschland, but was renamed [NRC Deutschland](#) in 2024 as part of a standardized naming process. Also since 2024, NRC Germany has been working on a strategic development of fundraising to expand the donor portfolio consisting of institutional donors such as KfW and the Federal Foreign Office to include foundations, companies and especially also individual donors.

For this purpose, we are looking for an experienced field marketing agency based in Germany. The main objective is to acquire a solid basis of individual givers and build the brand recognition of NRC in the German market. The scope in detail is to be discussed with the agency and can be F2F or D2D as well as a combination of both.

## 2. SERVICE DESCRIPTION

The service provider sought is to plan and implement a F2F campaign for NRC Germany, including but not limited to:

- » Provision and training of qualified fundraisers
- » Provision of the necessary software and hardware for donor acquisition including tablet-based donor acquisition tools compliant with GDPR.
- » Planning and implementation of public outreach activities
- » Only SEPA direct debit donations are permitted
- » Welcome calls must be attempted within 48–72 hours of donor signup
- » Data collection, processing and transmission in accordance with GDPR
- » Data management is aligned with the tools NRC Germany has in place: internal data capture solutions need to be used, or data needs to be sent to the endpoint provided, in the required format
- » Provision of quality assurance process including cases resolved within one business day/clearly communicated timeline for complex cases with updates to donor and donor support every two days
- » Qualified reporting and alignment with donor journey

NRC Germany is initially open for both, F2F and D2D fundraising.

### 3. EXPECTED SERVICES

- » Recruitment of 1,000 new (permanent) donors plus x number of donors recruited
  - At least the first two donations of each donor must be successfully booked, the ideal agency would guarantee at least three donations
  - In addition, agencies are expected to propose retention benchmarks (e.g., minimum 3-month retention) and may include historical data as evidence
  - At least 75% of donors are over 30 years old
  - No invoicing for donors under 25 years of age
  - For 75% of donors, a valid phone number has been recorded and 70% of those should be reached during welcome calls
  - No invoicing for: incorrect/incomplete data, cancellations before first payment, or duplicate donor records.
  - Retention benchmarks must be proposed by the bidder (e.g., minimum 3-month retention).
- » Best practice of brand representation
- » Period of service provision: six months after signing the contract
  - Regular fundraiser training, management, review, and monitoring to assure high quality and appropriate brand representation
- » Assurance of GDPR compliance in all related matters
- » Q+A for donor response
- » Close collaboration with NRC Germany including weekly KPI overview and monthly reviews

### 4. BUDGET AND REMUNERATION

NRC Germany intends to recruit approximately 1,000 validated individual donors. Interested agencies are requested to propose a cost per acquired donor (CPA), including a breakdown of cost components (e.g. staffing, training, materials, technology, etc.).

Agencies are also invited to outline any retention-related incentives or quality safeguards, such as non-billing of invalid donors, refund policies, or other guarantees.

### 5. CONTRACT

NRC Germany intends to enter into a time-limited service contract for the acquisition of 1,000 validated individual donors. Subcontracting is only allowed with NRC's prior written approval.

Bidders are expected to propose their cost per acquired donor (CPA) and may include volume-based pricing models. The actual contract value will depend on validated performance and will not exceed the total budget envelope agreed at contract signature.

The contract will be governed by German law. NRC Germany will only process payment for validated donors in line with the agreed terms. The agency must ensure full GDPR compliance and refrain from aggressive or misleading fundraising practices.

Additionally, legal compliance with local F2F/D2D regulations in a region/city must be guaranteed.

The planned contract period is 6 months starting in November 2025. In the event of successful implementation and mutual satisfaction, a long-term cooperation is envisaged.

## 6. PROVISIONAL SCHEDULE

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|---|----------------------------------|
| » Publication of the RfP:   | 08.08.2025                       |
| » Deadline for queries*:  | 15.08.2025                       |
| » Deadline for submission of tenders:   | 29.08.2025                       |
| » Selection and conclusion of contract:                                       | 12.09.2025                       |
| » Campaign start:   | asap after contract finalization |
| (availability and possible start dates should be clearly stated in the offer) |                                  |

\* Queries will be published anonymously on NRC's website (International website: <https://www.nrc.no/procurement>; German website: <https://www.nrc-hilft.de/ausschreibungen>)

## 7. EVALUATION CRITERIA

The service provider is selected based on the following criteria:

- » Price-performance ratio and cost per donor
- » Quality assurance and donor retention strategies
- » Methodology and implementation approach
- » Relevant experience and references
- » Capacity for a prompt implementation of a test (e.g. readiness to start in Q4 2025)

## 8. REQUIRED DOCUMENTS

- » Detailed description of the offer including scope of services
- » Financial proposal (cost per donor, total cost, pricing model)
- » Signed Ethical Standards Declaration (Annex attached to this RFP)
- » Proof of company registration (e.g. Handelsregisterauszug)
- » Annual financial statements for the last 2-3 years
- » Two client references and/or summary of past F2F/D2D campaigns
- » Data Protection Statement, confirming compliance with GDPR, data security procedures, and secure data transfer protocols (e.g. SFTP)
- » *Optional:* Agencies may also attach sample training plans, donor journey visuals, or reporting tools.

## 8. SUBMISSION OF OFFERS

Please submit your proposals in accordance with the requirements detailed above. Complete proposals shall be sent in electronic form (PDF) to [de.procurement@nrc-hilft.de](mailto:de.procurement@nrc-hilft.de) not later than 8 pm CEST on 21.08.2025. Language of submission is English.

In case of any questions please contact Andrija Danailov, HR and Administration Advisor, NRC Germany at [andrija.danailov@nrc-hilft.de](mailto:andrija.danailov@nrc-hilft.de).

## 9. ETHICAL REQUIREMENTS

NRC Germany expects any agency to conduct respectful and ethical donor interactions. The contracted agency will not engage in aggressive selling tactics and will respect vulnerable populations in line with NRC's Ethical Standards Declaration. In line with this, misleading or aggressive sales tactics are prohibited and can lead to a termination of the contract.

If an agency cannot confirm compliance with NRC's ethical code and safeguarding standards, they are not eligible.