



REQUEST FOR PROPOSAL (RFP)

GLOBAL HEALTH COMMUNICATIONS AGENCY

Deadline for proposal due to the END Fund by July 26th, 2021 11:59PM EST

1. BACKGROUND AND JUSTIFICATION

The END Fund

The END Fund is the leading collaborative philanthropic fund solely dedicated to ending the five most common neglected tropical diseases (NTDs). A nonprofit organization, the END Fund manages a portfolio of programmatic funds to advance our vision to ensure that people at risk of NTDs have the opportunity to live healthy and prosperous lives. Currently, the END Fund offers three funds as investment opportunities for private philanthropists, foundations, corporations and others: the Flagship Fund, the Deworming Innovation Fund (DIF), and the Reaching the Last Mile Fund (RLMF).

NTDs are parasitic and bacterial infectious diseases – including intestinal worms, river blindness, trachoma, schistosomiasis and lymphatic filariasis – that affect over 1.7 billion people globally. The END Fund's vision is to ensure people can live healthy and prosperous lives free of the risk of NTDs and has set out to accomplish this by:

- Mobilizing and investing resources for maximum impact,
- Advocating for innovative, integrated and cost-effective NTD programs; and
- Facilitating philanthropic and private sector engagement to end these diseases.

Since our founding in 2012 through 2020, with our partners, the END Fund has provided over 1 billion treatments for NTDs worth more than \$1.3 billion. In 2020 alone, we reached more than 91 million people with more than 133 million NTD treatments, representing an almost 8-fold increase from 2012. The END Fund works globally in over 25 countries, with a primary emphasis in Africa.

You can read more about the END Fund and our impact stories [here](#). The END Fund has been featured in The New York Times, Yahoo, Forbes, BBC, Vanguard Nigeria, East African Businessweek, etc.

2. OBJECTIVE

The purpose of this ToR is to solicit bids from qualified vendors and identify an agency that would be the best-qualified to support the END Fund's global communications and thought leadership strategy. This engagement is for one-year and subject to renewal based on performance. The qualified communications agency will be responsible for consulting and strategizing on thought leadership, storytelling and asset production, digital presence, media relations, communications and events. The agency shall play a critical role in ensuring the dissemination of collateral to global and in-country target audiences, as well as donor



audiences. The agency will be responsible for identifying effective engagement platforms to reach the END Fund identified stakeholder groups.

To achieve this, the agency will be required to come up with innovative approaches which will include differentiated but integrated communications elements, both traditional and emerging. These could range from digital platforms and social media, to advocacy campaigns and events, public information and news media, and the support of local champions and other “influencers”. In addition to assisting with the formulation of END Fund convened events, the agency will be required to identify relevant flagship events for END Fund spokespeople to participate in.

We envisage that this role may be fulfilled by a single agency with its own global network, or by a coalition of smaller agencies with expertise in different deliverables or specific countries / regions of END Fund operations.

3. SCOPE OF WORK AND DELIVERABLES

Category 1: Full Service creative solutions i.e. strategic consulting + development of creative materials (digital, TV, and print) + production and editing + media outreach.

The tasks to be undertaken in this category are as follows:

- Provide full service creative solutions to drive END Fund stakeholder engagement, reaching the private sector, government agencies, philanthropists, existing and potential donors and global health community
- Create and consult on key message development and media plans to ensure cross-channel dissemination
- Suggest strategic and practical ideas on how the media can be used as an effective tool for achieving resource mobilization and advocacy goals
- Identify and leverage the right channels for press release distribution across relevant local media, pan-African, and international donor-focused outlets like NYTimes, Financial Times, Wired, Forbes amongst others. Press release writing and negotiating media rates and coverage will be required.
- Plan and conduct webinars for sharing knowledge, and amplifying the work of the END Fund
- Pitch and write thought-leadership articles in an easy to digest format
- Identify, propose, and secure relevant speaking engagements for senior staff and board members of the END Fund team and thereby create the organization’s thought leadership strategy. Speech writing and development of appropriate talking points will be required
- Support the END Fund’s ability to respond to a PR crisis by conducting a monthly risk assessment (via news alerts) of political and conflict issues affecting key stakeholders and portfolio countries. Be on hand to support the END Fund team in dealing with any crisis as it unfolds
- Enhance content generation for global and local advocacy, publishing articles that expand the awareness of NTDs and the work of the END Fund, and targeting placements of Tier 1 media pieces

- Make recommendations on other means to engage END Fund country, regional, and continental stakeholders e.g. roundtable events, dinners, conferences and donor experience trips

Category 2: Working with END Fund's internal team to drive the development and amplification of creative materials across media channels (digital, TV, print, etc.)

Manage all creative aspects (planning, briefing, creative execution) of content development for our social media platforms and other outlets (if required, you may need to work with other vendors contracted by the END Fund to maximize performance)

Deliverables under category 2 would include the following:

- Content generation and management of social media platforms, producing digital marketing assets for Facebook, Twitter, LinkedIn, Instagram, YouTube and other channels
- Develop strategies to grow social media presence of key END Fund personnel
- Social media amplification of existing collateral and real time events, e.g. webinars
- Manage the development of creative assets for new and existing donors and other audiences, including liaison with video production teams, videographers, script writers
- Review and amplification of END Fund print materials (country one-pagers, key messages, media briefing packets, agendas)
- Working with internal / external translators to ensure high quality output

Category 3: Developing and editing services to create new videos and repurpose existing video content.

NB. We recognize this category could be completed by a separate specialist agency under the direction of a lead agency. The tasks to be undertaken under this category are as follows:

- Video editing of provided footage, subtitling, adding music, logos
- Generating event excerpts for video distribution
- Creating editable, clean files for local adaptation
- Animation capabilities

EXPECTATIONS:

1. The communication agency will commence the work immediately upon signing the contract.
2. They will be able to share examples of work done in the international development space, global health experience will be advantageous
3. Proven experience in conducting and creating the following on the African continent:
 - a. Communications and campaign strategies
 - b. Community engagement and outreach
 - c. Stakeholder engagement (including research)
 - d. Campaign ideation and conceptualisation – for behaviour change and advocacy campaigns
 - e. Training in communications, advocacy and storytelling

4. Proven experience in content creation for diverse audiences (both within Africa and internationally)
 - a. Explainer videos
 - b. Documentary videos
 - c. Campaign ideation and creation
 - d. Social media campaigns
 - e. Podcasts
 - f. Radio dramas
 - g. Editorials
 - h. Graphic design
5. Ability to translate in multiple languages, with a strong preference for English and French. There may also be a requirement for Arabic translation in the near future. We recognise that this may well be outsourced
6. A team managing this account with clearly defined responsibilities and an appropriate level of seniority
7. Knowledge and sensitivity to multiple African cultures, ways of working and how these may impact communications
8. Strong and effective data capture and reporting skills
9. The communications agency will be required to report monthly on PR and other activities generated including reporting against an agreed set of KPIs
10. Strong written and verbal communication skills; effective analytical skills
11. Full disclosure of any potential conflict of interest

PROPOSAL SUBMISSION & EVALUATION CRITERIA:

The END Fund welcomes creative ideas & suggestions for an impactful and innovative delivery of the project objective. We are looking for individual service providers or a team that can scale up our media engagement activity. The selected agency will enter into an agreement with the END Fund, which will serve as the contracting party and funder of this position.

Bidders have the option to submit proposals for one or more categories including for all categories but will need to submit separate technical and financial proposals for each of the categories that they wish to apply for.

The categories are:

Category 1: Full Service which would include end-to-end creative solutions, i.e. strategic consulting + development of creative materials (digital, TV, print) + production and editing + media planning

Category 2: Development of creative materials for either one or more of the media channels like digital, TV, print, etc.



Category 3: Developing and editing services to create new videos and repurpose existing video content.

The END Fund works in more than 25 countries, with a priority focus on Africa. We also have programs in Asia that we support through our implementing partners. Thus, we encourage agencies from these regions or with knowledge/experience of these regions to apply.

Please respond to the RFP by answering the following questions as it relates to the preferred service category:

1. Qualifications of the Service Provider - Brief letter describing previous experience on similar projects as well as proposed creative direction. **Creative ideas and suggestions are encouraged.**
 - a. Include profile, field of expertise, accreditations, links to work, etc.
 - b. Familiarity with African context
 - c. English, French and any other relevant local languages

2. Proposed Methodology, Approach, and Implementation Plan (Category 1)
 - a. Detailed description of strategy to carry out communications plan
 - b. Reporting conditions and quality assurance mechanisms that will be put in place

3. Management Structure and Key Personnel
 - a. Brief presentation of the team and functional responsibilities of the key personnel
 - b. Please provide a summary of your prior commitment to diversity, equity, and inclusion.

Proposals must be submitted via email to media@end.org