



US Request for Proposals (RFP)

PF No. and Title: PR# 2026-04-04 Advertising Partnership

RFP Issue Date: April 28, 2026

RFP Questions to be Submitted By: May 7, 2026, by 5:00 pm ET

Proposal Submission Deadline: May 28, 2026, by 5:00 pm ET

Contractor: Helen Keller Intl

Place of Performance: United States

Contents of this Document

SECTION 1: Introduction and Eligibility 3

SECTION 2: Scope of Work..... 3

SECTION 3: Proposal Instructions 4

SECTION 4: Evaluation Criteria and Award..... 6

SECTION 5: Proposal Validity, Submission Deadline and Instructions.....7

SECTION 6: Negotiations.....7

SECTION 7: Terms of the Solicitation..... 8

Bidders are encouraged to read this RFP and all attachments paying specific attention to the instructions and requirements. Issuance of this RFP does not in any way obligate Helen Keller International to award a contract, nor does it commit Helen Keller Intl to pay for costs incurred in the preparation and submission of a proposal. All recipients of this RFP shall treat all information and details included herein as private and confidential.

SECTION 1: Introduction and Eligibility

Introduction

Helen Keller Intl is a nonprofit organization dedicated to improving the lives of people around the world by protecting vision, enhancing nutrition, and fighting disease. Helen Keller invites all eligible Bidders to submit proposals for an advertising partner to co-develop our digital advertising strategy and manage our digital advertising campaigns.

The purpose of this Request for Proposals (RFP) is to select a vendor that will provide best value to Helen Keller, when both technical and cost factors are combined.

Eligibility of Bidders

This RFP is open to entities that are deemed capable of implementing the full scope of work (alone or co-submitted with a partner agency), with a solid record of integrity and business ethics, and that meet the eligibility requirements stated in this Section.

Bidders that submit proposals in response to this RFP must meet the following requirements:

- Be a non-government entities (for-profit and non-profit companies, non-governmental organizations (NGOs), etc.) that are legally registered under the laws of the country where it is operating
- Have demonstrated capacity and expertise to successfully implement the Scope of Work
- Have completed the required representations and certifications incorporated in this RFP
- Be willing to comply with relevant donor regulations and Helen Keller requirements.

Note: Helen Keller will not award a contract to any firm that is debarred, suspended, or proposed for debarment by the U.S. Government, or who proposes to do business with firms or firms' principals who are debarred, suspended, or proposed for debarment, in the performance of the requirement of this activity.

SECTION 2: Scope of Work

Helen Keller will evaluate all proposals received in response to this RFP in accordance with the evaluation criteria below.

This RFP contains the following Annexes:

- Annex A: Conflict of Interest Disclosure

Program Background

Helen Keller's Growth and Branding team is responsible for raising highly flexible, mainly unrestricted, funds to support Helen Keller's global health, nutrition, and vision work. As a group, our work aims to raise awareness, strengthen our brand, and engage donors through compelling storytelling and strategic outreach.

Currently, our advertising channels are focused on Meta, Google Search and Pmax, NPR PSAs, and digital display, and are managed through a combination of partners and in-house. While these efforts have delivered positive results, we are seeking to improve performance through a more integrated, data-driven approach to channel strategy, testing, and optimization.

Our goal is to build an efficient and effective advertising program that strengthens the full donor journey—from awareness to conversion to retention—and increases unrestricted revenue. We are particularly focused on improving donor acquisition performance through the development of a scalable, test-and-learn approach across channels.

Scope of Work, Key Objectives and Activities

Helen Keller is seeking a strategic advertising partner to lead the development, execution, and continuous optimization of a multichannel advertising program targeting our **four target donor personas** and current donors. This includes identifying high-performing channels, refining audience targeting and messaging, and building a scalable testing framework to improve

performance over time. Anticipated channels include (but are not limited to): Meta, LinkedIn, Google Search and PMax, YouTube, digital display, podcasts, and digital audio.

Specifically, the partner will:

- Assess current advertising strategy, channel mix, and budget allocation; provide recommendations to improve performance and inform future planning.
- Develop and execute a structured testing roadmap (audiences, creative, channels, offers) with clear hypotheses and success criteria.
- Plan, create, and manage multichannel advertising campaigns to support the organization's two large annual appeals (Spring Appeal and Year-End), evergreen efforts, and 1-2 mini campaigns.
- Recommend and support tracking, attribution, and data integration improvements.
- Identify opportunities to improve the full donor journey, including landing page and conversion optimization.
- Develop and deliver campaign performance reports, including actionable insights and recommendations.

Deliverables and Illustrative Timeline

Proposed timetable for scope of work activities outlined above. Length of each stage and exact timing is open to flexibility based on bidder proposed process.

1. Annual and campaign-specific media plans
2. Channel strategy and budget allocation recommendations
3. Development of campaign messaging and visuals (supported by Helen Keller-provided campaign briefs)
4. Multi-channel campaign execution and optimization
 - a. Large campaigns: Year-End and Spring Appeal
 - b. Mini campaign: Helen Keller's Birthday
 - c. Evergreen during non-campaign periods
5. Structured testing roadmap and results documentation
6. Monthly campaign performance reports, including post-campaign analyses for major appeals
7. Bi-weekly status calls

Anticipated Contracting Period and Award Mechanism

The anticipated period of performance is expected to be 24 months beginning on or about August 1, 2026.

Helen Keller intends to award a firm fixed price Professional Services Contract to the winning offer. No profit, fees, taxes, or additional costs may be added after award. This RFP is subject to all the terms and conditions of the resulting contract. Any resultant award will be governed by these terms and conditions.

SECTION 3: Proposal Instructions

The Bidder's proposal will consist of two separate documents:

Part 1 - Technical Offer

Part 2 – Financial Offer

The Technical Offer and the Financial Offer (altogether “proposal”) must be submitted separately. The Bidder should not include any cost data in the Technical Offer.

The proposal should explain in detail the Bidder's availability, experience and resources to provide the requested services.

Proposals that are incomplete or do not address these criteria may not be considered in the review process. All proposals **must be submitted in English.**

The Proposal must be submitted with a **Cover Letter** which must include the following information and must be signed and stamped by an authorized representative of the Bidder organization:

- Date of Submission of the Proposal
- Term of proposal validity (minimum 90 days)
- Full Legal Name of the company/organization
- Name and title of authorized representative of organization
- Type of company/organization
- Address, Telephone, E-mail
- Taxpayer Identification Number
- Other required documents that shall be included as attachments to the cover letter:
 - Copy of registration or incorporation where the bidder is registered.
 - Copy of company tax registration, or equivalent document.

Bidders must also submit the signed Conflict of Interest Declaration Form (Annex A). This form will be assessed to establish whether the Bidder has any present or potential future conflict of interest according to the definition in Annex A. Failure to accurately complete the Conflict of Interest Declaration Form may lead to the rejection of the submitted proposal.

Part 1: TECHNICAL OFFER

The Technical Offer should include the following:

1) Bidder past performance record/relevant experience (5 pages max)

Information related to Bidder's past performance/prior experience in conducting work in the country/region similar in nature and volume to the services requested (brief description, deliverables, date, client etc.).

Bidders must also provide contacts for at least three (3) professional references for previous work under similar scopes of work. Contact information should include, at a minimum: name of individual and company, brief information on relationship to Bidder, address, email, and phone number. Helen Keller reserves the right to contact any and all references provided. Contact information for references is not subject to the page limitation for this section.

2) Technical approach (5 pages max)

The technical approach must describe the proposed approach to achieving the program objectives and must address the following:

- a) Information as to whether the Bidder currently has a presence in the country/region, and the nature of this presence.
- b) A brief description of the Bidder's understanding of the objectives and scope of work for the consultancy.
- c) An overview as to how the Bidder would propose to complete the requested services indicated in this RFP, including timelines.

3) Demonstration of success (8 pages max)

- a) At least two case studies that demonstrate bidder's experience running a donor-centered advertising campaign to increase organizational revenue with measurable results.
- b) At least one example of a fully developed donor persona and the lead generation pipeline used to convert person from suspect to donation or action taken.

4) Team Structure requirements (2 pages max)

- a) Team structure: Bidders must describe the structure of the team that will deliver against the objectives and scope of work described in this RFP. Team structures must identify the project manager (or Team Leader) and other team members and the roles and responsibilities that each will have over the duration of the consultancy.
- b) The minimum requirements and qualifications for the Team Leader who will be leading the team are the following:
- c) Experience with nonprofit advertising, ideally targeting donor and prospective donor engagement and revenue
- d) Experience leading multichannel advertising campaigns including but not limited to digital display, search, social media, radio, and print

The Bidder must notify Helen Keller if it intends to replace a key member of the Bidder’s team (with an explanation for doing so) prior to the award date and provide Helen Keller with the information required for the approval of a replacement proposal. Any replacement shall be subject to the approval of Helen Keller. This is also valid for any replacement taking place during the contract duration.

Helen Keller may choose to contact the Bidder prior to making a final decision. Please confirm whether this would be possible, ensuring that full contact details are also included in the resume (email, telephone number).

Part 2: FINANCIAL OFFER

This contract will be issued as a firm fixed price contract with payments made against deliverables. Helen Keller will only issue payment via electronic payment methods and all bank accounts must be in the name of the company/organization only.

As part of the Financial Offer, Bidders must include a detailed budget, submitted in Microsoft Excel, expressed in US dollars, with an accompanying budget narrative, submitted in Microsoft Word, describing the basis for the listed cost elements. Supporting information should be provided in sufficient detail to allow a complete analysis and determination of reasonableness of each cost element. Bidders are required to include and clearly label **all** costs deemed necessary to complete the work.

The Financial Offer must include the following:

1. **Labor Cost:** The Bidder must provide information related to team structure, daily rates and Level of Effort (LoE) (measured in days) for the deliverables listed. Please state assumptions made when submitting the cost information including any additional options and stating all conditions.

Deliverable	Deliverable or areas of support	Anticipated hours	Total amount
Deliverable 1a	Type of proposed support such as X training, workshop, media engagement, etc.	XX hours @ \$XX USD/hour	\$XX USD
1b.			
<i>[Add rows for each deliverable]</i>			
		Total Costs	\$XX USD

2. **Other Direct Costs:** The Bidder should provide a breakdown estimate of other direct costs which are considered necessary for completion of the work. Other direct costs will cover transportation costs, visa, and per diem. Any other direct costs shall be agreed prior with Helen Keller.
3. **Indirect Rates and Fixed Fee:** If it is a Bidder’s regular practice to budget indirect rates, e.g. overhead, fringe, G&A, administrative, or other rate, Bidders must explain the rates and the rates’ base of application in the budget narrative. Helen Keller reserves the right to request additional information to substantiate a Bidder’s indirect rates. Proposed fixed fee must also be explained in the budget narrative and represented as a separate line item in the budget.

SECTION 4: Evaluation Criteria and Award

Helen Keller will follow a Best Value Trade-Off selection methodology. Helen Keller may award to a firm whose proposal is most advantageous, with price and other factors considered. Bidders may not modify non-responsive offers after the proposal deadline in order to make them responsive.

However, Helen Keller may request a Bidder to clarify its offer as long as no material deviation exists.

The criteria below is the anticipated basis for evaluation. Selection will be based principally on the proposal technical merits, but price and other factors will be considered, and award will be made only if the proposal is determined to be technically acceptable and cost reasonable.

Evaluation Criteria	Total Max Points
Past Performance/ Prior relevant experience	
Track record of success with nonprofit donor advertising campaigns	10
Previous experience with like sized and mission-focused organizations	5
Quality of past donor advertising campaigns	10
Experience developing and executing a testing roadmap to refine audiences, creative, and messaging	10
Personnel Qualifications	
Dedicated strategy and project management team	10
Sound project management process	5
Creative support in addition to strategy and management	5
Proven success across advertising channels – Technical Merit	
Digital display advertising	5
Google advertising, including Search, Pmax, and YouTube	10
Social media advertising	10
Podcast and digital audio advertising	10
Attribution reporting, testing insights, and campaign evaluation metrics	10
Total Points	100

Upon completion of the evaluation of Technical Offers, Helen Keller will evaluate Financial Offers for budget presentation, details of the budget narrative, and cost effectiveness (reasonable, realistic, match the Technical Offer and meet requirements of RFP). No points are assigned to Financial Offers, but these criteria will be considered, in conjunction with the total score of the Technical Offer.

SECTION 5: Proposal Validity, Submission Deadline and Instructions

Proposals should have a 90-day validity period from the proposal submission date, as provided in the Cover Letter.

Proposals must be submitted electronically by the deadline listed on the cover page of this RFP by E-mail to media@hki.org, indicating in the subject line of the e-mail the company name and the RFP number.

A full proposal submission will include the following documents:

- Cover Letter
- Technical Offer
- Financial Offer
- Conflict of Interest Disclosure Form
- Copies of Bidder legal registration documents, as applicable
- Other pertinent information relevant to the proposal submission

Bidder Questions: No verbal questions will be taken in person or via telephone. However, Helen Keller will take written questions about this RFP until the closing date. Any questions related to this RFP should be addressed to media@hki.org. In order to ensure fairness, Helen Keller's responses will be communicated to all potential Bidders, ensuring the original requestor's anonymity.

SECTION 6: Negotiations

Best offer proposals are requested and it is anticipated that an award will be made on the basis of the original offers received. However, Helen Keller reserves the right to conduct discussions, negotiations and/or request clarifications prior to awarding a contract. Furthermore, Helen Keller reserves the right to conduct a competitive range and to limit the number of bidders in the competitive range to permit an efficient evaluation environment among the most highly-rated

proposals. Highest-rated bidders, as determined by the technical evaluation committee, may be asked to submit their best prices or technical responses during a competitive range. At the sole discretion of Helen Keller, bidders may be requested to conduct oral presentations. Helen Keller reserves the right to make separate awards per component or to make no award at all.

SECTION 7: Terms of the Solicitation

1. Issuance of this RFP does not constitute an award commitment on the part of Helen Keller, nor does it commit Helen Keller to pay for costs incurred in the preparation and submission of a bid.
2. Attached files are an integral part of this RFP.
3. Helen Keller may contact Bidders to confirm contact person, address, bid amount and to confirm that the proposal was submitted for this solicitation.
4. False Statements: Bidders must provide full, accurate and complete information as required by this solicitation and its attachments.
5. Conflict of Interest Disclosure: In Annex A Bidders must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award. Failure to provide full and open disclosure may result in Helen Keller having to re-evaluate selection of a potential Bidders.
6. Right to Select/Reject: Helen Keller reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. Helen Keller also reserves the right to reject any or all proposals received without explanation.
7. Reserved rights: All RFP responses become the property of Helen Keller and Helen Keller reserves the right in its sole discretion to:
 - a. To disqualify any offer based on Bidder's failure to follow solicitation instructions;
 - b. To waive any deviations by Bidders from the requirements of this solicitation that in Helen Keller's opinion are considered not to be material defects requiring rejection or disqualification or where such a waiver will promote increased competition;
 - c. Extend the time for submission of all RFP responses after notification to all Bidders;
 - d. Terminate or modify the RFP process at any time and re-issue the RFP to whomever Helen Keller deems appropriate;
 - e. Issue an award based on the initial evaluation of offers without discussion;
 - f. Award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.
8. Bidders and its proposed personnel shall disclose any factors that could limit the organization's ability to independently perform the services such as relationship with counterpart employees, past employment, etc.

ANNEX A: Conflict of Interest Disclosure

Helen Keller Intl Code of Conduct & Ethics Policy: In accordance with the Helen Keller Code of Conduct and Ethics Policy, Helen Keller requires full and open disclosure when dealing with procurement. As such, Helen Keller employees must avoid any conflict of interest or the appearance of a conflict of interest. Helen Keller employees must at all times provide full disclosure of their actions or relationships with prospective vendors, contractors, or consultants. Helen Keller employees shall not solicit, request, accept, or agree to accept any gift from a vendor or prospective vendor.

Helen Keller reserves the right to reject any or all quotes when considered to be in the best interest of the organization and/or the people it serves. All parties submitting a proposal in response to this Request for Proposal are obligated to disclose the existence of any actual or possible conflict of interest relating to every country included within their proposal in the attached *Conflict of Interest Declaration Form*.

Failure to fully disclose such information could lead Helen Keller to reject a proposal. If a party has no conflict to declare for any of the countries covered in their proposal, they may submit one form, listing all of the countries covered.

“Conflict of Interest” means a situation in which an Bidder, or an Affiliate (as defined below), or a sub-contractor (if any) of an Bidder, has interests (financial, organizational, personal, reputational or otherwise) that would or may appear to make it difficult for an Bidder to fulfill its obligations to Helen Keller in its role as the vendor in an objective, independent and professional manner, or a situation in which it is reasonable to foresee that such an interest would arise. A Conflict of Interest may arise in the following circumstances, which are not exhaustive:

- a Bidder has been, or is involved in the design of a proposal or request for funding that has been, or will be submitted to Helen Keller;
- a Bidder has been, or is involved in the provision of advice to an entity that is a Principal Recipient or a Sub-recipient;
- a Bidder has been, or is involved in, or has provided advice in relation to the procurement of goods and/or services by a Principal Recipient and/or a Sub-recipient;
- a Bidder has been, or is involved in the provision of auditing services to a Principal Recipient and/or a Sub-recipient; or
- a Bidder has submitted an expression of interest, tender, bid or otherwise indicated interest in providing services of any nature to a Principal Recipient or a Sub-recipient that remains valid at the time of, and for the duration of the term of this Contract.

“Affiliate” means a business concern, individual or other entity that, directly or indirectly: (i) controls or can control a Bidder; (ii) is controlled by, or can foreseeably be controlled by, a Bidder; or (iii) along with a Bidder, is controlled by, or can foreseeably be controlled by, the same third party.

Bidder Conflict of Interest Declaration Form

Please check one box below, as appropriate:

<input type="checkbox"/>	The Bidder hereby declares that it has read, understood and agrees to comply with the Conflict of Interest rules set forth in the Request for Proposals (RFP) and warrants that no Conflict of Interest exists on the part of the Bidder or an Affiliate of the Bidder, with regard to the services to be performed under the RFP.
<input type="checkbox"/>	The Bidder wishes to disclose a real or potential Conflict of Interest situation(s) and propose mitigating action(s). <i>Note:</i> if this box is checked, please describe in an attachment, <i>in detail</i> , the situation and present a proposed mitigation plan / arrangement for consideration by Helen Keller.

Bidder:

Signature:	
Printed Name:	
Title:	
Date:	