



Volunteer Ireland

Obair Dheonach Éireann

Request for Tender:

**Develop a national
communications strategy to
align with the National
Volunteering Strategy 2021-
2025**

1. Introduction

We are inviting tenders to develop a national communications strategy to support the delivery of actions within the National Volunteering Strategy 2021 – 2025.

2. Context

What is the National Volunteering Strategy?

The [National Volunteering Strategy \(2021 – 2025\)](#) sets out a long-term vision for volunteering and volunteers in Ireland. With actions to be implemented over five years, the Strategy sets out a general direction for government policy in relation to the volunteers and the volunteering environment. It also builds upon and strengthens the renewed relationship and partnership between Government and the voluntary sector which has developed during the course of its preparation.

The purpose of the Strategy is to recognise, support and promote the unique value and contribution of volunteers to Irish society. The strategy contains 56 high level actions across five strategic objectives. The strategy is led by the Department of Rural and Community Development and supported by an implementation group made up of key actors in the Community and Voluntary sector and various Government departments.

The actions are grouped across five thematic areas including Communications, Awareness and Recognition. The development of a national communications strategy falls under *Action 37: Develop a national communications strategy to include information campaigns at national, regional and local levels communicating the value, benefits and impact of volunteering to include targeted media campaigns focusing on specific areas of volunteering e.g. benefits for the unemployed, health benefits, community benefits, young people, older people.*

Who is coordinating the national communications strategy?

The National Volunteering Strategy is led and funded by the Department of Rural and Community Development. Under Action 37 of the strategy, Volunteer Ireland along with a small steering group from within the Communications, Awareness and Recognition sub group of the National Volunteering Strategy Implementation Group have been tasked with appointing and working with a communications agency to develop this communications strategy.

3. Scope of Work

3.1 Aim

To develop a communications strategy to align with the National Volunteering Strategy.

3.2 Objective

To deliver a comprehensive communications strategy for implementation by relevant stakeholders and the communications strategy should:

- Identify key demographics and target audiences
- Develop key messages that communicate the value, benefits and impact of volunteering
- Identify key channels to deliver key messages to the target audience
- Develop a template information campaign that can be used by organisations that involve volunteers to communicate the benefits and value of volunteering
- Identify how other actions within the Communications, Awareness and Recognition theme can be delivered
- Identify what communications support, tools and resources will be needed to deliver this communications strategy and how best to secure this support in a cost-effective manner
- Include an evaluation plan which measures achievement of the communications objective

3.3 Additional Information

The successful agency will be provided with a range of research into volunteering (including the benefits and impact of volunteering); existing communications around volunteering at local, regional and national level; and the opportunity to consult with stakeholders in the voluntary sector.

4. Milestones

1. Initial meeting with communications agency
2. Discovery phase and consultation
3. Key demographics, messages and channels agreed
4. Initial draft of communications strategy for review and feedback
5. Final communications strategy signed off

5. Timeline

The timeline and schedule for delivery will be discussed at an initial meeting with the successful agency. We intend for the project to be complete by September 2022.

6. Liaison Person and Reporting

6.1 Liaison Person

Amy Woods – Communications and Advocacy Manager, Volunteer Ireland

6.2 Reporting Arrangements

The successful Tenderer will work closely with and report periodically to the liaison person as and when necessary

7. Provision of Information

Information provided to Tenderers by VI is for general guidance in the preparation of the Request for Tender (RFT) only. Tenderers must satisfy themselves as to the accuracy of any such information and no responsibility is accepted by VI for any loss or damage of whatever kind and howsoever caused arising from the use by Tenderers of such information. VI reserves the right to update or amend any information provided to Tenderers at any time before the tender deadline.

8. No Obligation

This RFT does not constitute an offer and VI does not undertake to accept any tender or offer. VI reserves the right to accept any part of any tender or offer.

9. RFT Timetable

The timetable below is for guidance only and Volunteer Ireland reserve the right to amend this timetable at any time at their sole discretion

Activity	Date
Request for Tender Issued	04/04/2022
Deadline for Return of Tender	22/04/2022
Evaluation Completed	06/05/2022
Contract Awarded	09/05/2022
Contracted Goods Required By	31/08/2022

10. Instructions to Tenderers

10.1 Confidentiality

All information supplied in connection with this RFT shall be regarded as confidential and by submitting an offer, the Tenderer agrees to be bound by the obligation to preserve the confidentiality of all such information.

10.2 Queries and Clarifications

All queries or clarification requests relating to this RFT must be submitted as per the submission details below. If relevant a response may be issued to all Tenderers. Where appropriate, VI may choose to amalgamate queries. Queries and/or clarifications may be requested up to 5 working days before the submission date.

10.3 References

Tenderers are requested to nominate two clients as referees. These should be appropriate, relative to the size and scope of the goods, services or works detailed within this RFT.

10.4 Proposal

Tenders must be unconditional offers. Qualified tenders may be rejected at the sole discretion of VI and the decision will be final. The proposal must remain open for acceptance for 90 days from the submission date.

10.5 Tax Clearance

Prior to the award of any contract arising out of this RFT the successful Tenderer shall be required to supply its Tax Clearance Certificate and Tax Reference Number to facilitate online verification of its tax status. The Tenderer acknowledges and agrees that VI has its permission to verify its tax status online.

10.6 Value Added Tax (VAT)

The amount of tax chargeable shall not be included in the prices quoted. The Tenderer is required to state the product price and all allowable discounts or surcharges. The percentage and amount of VAT shall, if chargeable, be shown on invoices in accordance with prevailing law.

10.7 Indemnity

The Tenderer awarded the contract will have to sign an indemnity agreement with VI.

11. Budget

The maximum budget for the project is €22,000 excluding VAT.

12. Payment Schedule

Payment shall be made as follows:

- 1) 30% upon submission and approval of the first draft of the report at the specified time
- 2) 50% after the submission of the reviewed final report at the specified time
- 3) 20% after the report has been approved by the Communications, Awareness and Recognition Sub Group

13. Evaluation

13.1 Preliminary Evaluation

A preliminary assessment will be done to assess the proposal's compliance with returnable documents and instructions to Tenderers. Proposals that fail to meet these requirements will be disqualified.

13.2 Evaluation Criteria

Criteria		Weighting
Cost		40%
Quality	Methodology - Demonstrating understanding of project scope	(20%)
	Project Implementation Plan - Timelines for completing the project with clearly defined outputs at each stage	(10%)
	Specific and relevant experience of the personnel that will be involved in the project	(10%)
	Specific and relevant experience in this type of project	(10%)
	Demonstration of creativity	(5%)
	References	(5%)
	Sub-total	60%
Total	100%	

14. Submissions

- Tenderers are to ensure that all necessary documents and information are submitted. Any incomplete tenders may be rejected at the sole discretion of VI and the decision will be final.
- All relevant documentation and queries to be submitted through etenders.
- Costs must be quoted in Euro.
- Late submissions will not be considered.

15. Award of Contract

- We may invite shortlisted tenders for a brief interview.

- The successful tenderer will be notified in writing that their proposal has been accepted. The successful tenderer will be expected to respond with an acceptance letter and sign a contract within five (5) days of notification of acceptance.
- Unsuccessful tenderers will be notified in writing that their proposal has not been accepted.