

Date: March 1, 2015

REQUEST FOR PROPOSAL

Creative Services for KAEF Promotional Materials

Open and competitive process

Deadline for submission: April 15, 2015

1. Summary

American Councils for International Education is accepting proposals for content development and design of promotional materials for the Kosovo American Education Fund (KAEF). Established in 2004, KAEF is dedicated to the economic development of Kosovo through the education of its most promising youth and professionals. To date, KAEF has provided 74 graduate fellowships to Kosovo's best and brightest to study in leading U.S. universities.

The purpose of this RFP is to strengthen KAEF brand identity and fundraising potential through an upgrade of collateral materials that demonstrate the impact of the program to existing and potential stakeholders. Original KAEF materials were produced in 2007 and require an upgrade in content, approach, and design. The RFP defines collateral promotional materials as: A) KAEF Case Statement; B) KAEF Impact Statement ; C) Corporate Sponsorship Benefits; D) Other supporting materials (as detailed in the scope of work later in this document). This is an open and competitive process. This RFP is best suited for entities with substantial marketing and PR experience.

American Councils will provide a fair evaluation for all eligible candidates, as specified and defined in the RFP. Proposals received after April 15, 2015, without all the required information, and a signature of a duly authorized officer will not be considered.

About American Councils for International Education (ACIE)

American Councils for International Education is a premier, international nonprofit creating educational opportunities that prepare individuals and institutions to succeed in an interconnected and increasingly interdependent world. Being immersed in other countries and cultures enables individuals to grow personally and professionally while empowering them to address – and solve – the world's complex political, and social challenges.

Through academic exchanges, overseas language immersion, and educational development programs, American Councils designs and administers innovative programs that broaden individual perspectives, increase knowledge, and deepen understanding.

For additional information, please visit: www.americancouncils.org & www.ac-see.org

About the Kosovo American Education Fund (KAEF)

The Kosovo American Education Fund (KAEF), an American Councils' program supports long-term economic development in Kosovo by providing fellowships to promising Kosovars for top-level graduate (master's) training at elite U.S. universities. Returning to Kosovo, program graduates assume leadership positions in business, non-profit organizations and the government, and use their technical knowledge to generate sustainable and positive change.

Created by the American people through the U.S. Agency for International Development (USAID) and administered by American Councils for International Education (ACIE), the KAEF program is an education fund that allows eligible/qualified Kosovars the opportunity to increase their knowledge and skills in areas that would support economic growth and investment in Kosovo. From 2004 through 2015, the KAEF program has awarded 74 master's-level fellowships through a competitive and merit-based process to outstanding Kosovar students.

For additional information, please visit: www.kaef-online.org

2. Statement of Purpose & Objectives

American Councils is accepting proposals to carry out the content development and design of promotional marketing and fundraising materials for KAEF. The contracting company will be tasked with carrying out the activities associated with preparation of specified materials in close cooperation with American Councils. Original KAEF materials were produced in 2007 and require an upgrade in content, approach, and design. The RFP defines collateral promotional materials as: 1) KAEF Case Statement; 2) KAEF Impact Statement; 3) Corporate Sponsorship Benefits; 4) Other supporting materials (as detailed in the scope of work later in this document). This is an open and competitive process. This RFP is best suited for entities with substantial marketing and PR experience.

The promotional materials should accurately present KAEF's mission and long-term vision and at the same time make a compelling case of KAEF's importance and impact. As such, the promotional materials have the following criteria: 1) reach key stakeholders and target audiences as defined in this RFP; 2) function as a fundraising vehicle for the program; 3) be creative and informative; 4) demonstrate the overall impact of the program; 5) demonstrate the need for KAEF and the potential for investment into the program; and 6) state the excellence of the program and its impact on building future leaders who will be in the forefront of Kosovo's development.

3. Background Information

KAEF identifies and supports talented Kosovars who demonstrate a strong commitment to the development of their country. It provides them with the tools they need to promote the country's future prosperity. KAEF fellowships in Master's level, one or two year programs are open to all eligible applicants, and are awarded through a merit-based competition.

- KAEF breaks through the barriers facing Kosovo's young people
- KAEF attacks the root causes of poverty and political instability in Kosovo by providing the next generation of Kosovo's leaders with top-notch educational opportunities in U.S. graduate programs

Since 2004, KAEF has provided 74 full fellowships to Kosovo's best and brightest. Program alumni have returned home to take up important positions in the government, private sector, and civil society, where they are proving to be the engine of sustainable and positive change.

KAEF's long-term vision is to grow the program and maintain its reputation as the most successful master's degree fellowship in Kosovo. To realize this vision, KAEF staff, committee and alumni need to take major steps in securing its financial future by engaging in a sophisticated and highly effective fundraising campaign. Therefore, the promotional materials are aimed at reaching target audiences in Kosovo, Europe and the United States. In particular, the promotional materials should reach businesses and high net worth individuals in these regions.

4. Scope of Work & Deliverables

The contracting company will be tasked with developing content, upgrading and designing the following marketing vehicles for KAEF:

- A. **KAEF Case Statement** – The Case Statement is a compelling written narrative and should be no longer than 2-4 pages. The Case Statement describes the significance and vision of KAEF and demonstrate the need for the program. It should demonstrate the importance of investment in KAEF, and thus in Kosovo. This section should include infographics and can be creative in demonstrating any or all of the above.
- B. **KAEF Impact**– In conjunction with the ACIE the contracting company will select KAEF alumni to be interviewed to gather insight into impact of their experience during and post program. This does not simply include narratives current alumni carriers and activities but also aims to demonstrate how this particular investment is good for Kosovo. This section has room for interpretation of 'impact' and can be strengthened through infographics or other creative means. This section additionally can include key facts about KAEF, such as: number of fellows, areas of study, U.S. universities, origins of the program, academic excellence, etc.
- C. **Corporate Sponsorship Benefits** – This document will be designed to clearly demonstrate benefits to corporate sponsors and partners who invest in the program. It may include but not limited to the following benefits: elevation of corporate marketing strategies through high-impact brand positioning; emphasis on provision of highly-skilled and trained individuals; networking events; opportunity to invest in Kosovo's education, etc.
- D. **Additional materials** – This may be an overall KAEF brochure that will combine all of the above materials and may include any additional information that may surface through defining the Case Statement, KAEF impact, student statistics, etc. The contracting company may suggest any other materials that could be helpful to KAEF's marketing campaign.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and contact of the sub-contractor.

The design for marketing materials will be developed by the contracting company and consider some specific parameters: a) consistent design, b) visual appeal, c) ability to be updated and overall, be user-friendly, d) inclusion of info-graphics, and e) fixed parameters on length and font. Please note that general design guidelines on color scheme, font and use of logos will be provided by American Councils.

5. Application Guidelines & Requirements

Submissions are due April 15, 2015. Please use Times New Roman 12 point font. Maximum proposal length including title page, cover letter, qualifications and budget should not exceed 10 pages (not including attachment information). After the RFP release date, companies will have two weeks to address questions via e-mail pertaining to the proposal. Proposals received after April 15, 2015 will not be considered. The proposal must contain a signature of a duly authorized officer of the company submitting the proposal.

The proposal should contain:

- 1. **Cover letter** – Signed by the person or persons authorized to sign on behalf of the company (no longer than one page).
- 2. **KAEF Sample Case Statement** – The sample case statement should not be longer than 1-2 pages. It will emphasize the importance of the program and its impact.
- 3. **Budget Requirements (within the limit of the RFP budget)** – The budget is required and should include: a) budget narrative, b) budget table explaining activities, monetary amount, and allocation, and c) any additional expenses. The budgeted to carry out the above mentioned tasks cannot exceed 15,000 €.

4. **Organizational Background and Qualifications** – Background of your company, qualifications and awards if applicable, reason/motivation for working on the project, similar projects developed in the past by your company.
5. **Relevant Experience** – Experience working with partners in Kosovo and abroad if applicable; experience of company staff; experience in working on PR campaigns for companies and/or organizations. Experience in fundraising PR campaigns development is highly preferred. All bidders are asked to submit a professional portfolio and other material which demonstrate creativity, originality and innovative spirit of the company.
6. **Key Staff Bios (no more than a paragraph each)** – Should include bios for all the key staff people that will be directly engaged in working on developing the materials and relevance of their experience to the scope of this RPF. If awarded the proposal, the contracting company will need to select at least one person which will be available for consultation until the project is completed.

The supporting documents to be attached to the application are:

- a. **Professional Portfolio**
- b. **Reference From Prior Clients (2-3)**

6. **Target Audiences & Branding Relevance**

The primary target audience segments for the promotional materials as defined in this RFP include:

- Kosovar businesses community
- Kosovar business owners who operate in the Diaspora
- International companies operating in Kosovo
- Kosovar High Net Worth individuals (in-country and abroad)
- Private foundations
- Kosovar-Albanian Diaspora in: United States, and Europe (mainly Switzerland, Germany, Slovenia, Austria, Great Britain, Sweden)

The promotional materials for the KAEF campaign should:

- Accurately reflect the vision of the KAEF program's leadership in an inspiring fashion
- Reach main stakeholders
- Be easy to update with new information
- Reflect the priorities of each audience group
- Take advantage of multiple media
- Be cost effective

7. **Selection Criteria & Timeline**

The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged. The selection of one company to carry out the work will be done through a competitive screening. The selection will be made in three phases:

- Phase I: All applications that have been received by the deadline will be reviewed. Please make sure to read the application guidelines carefully so that your application is accurate.
- Phase II: Shortlisted candidates will be contacted for consultation with KAEF staff based in Pristina. During this time we may require consultation meetings at our office with our evaluation team. You will be notified of this request, if need be.
- Phase III: One company will be selected after evaluation from staff in Washington, DC and Pristina.

The selection of the contracting company will be based on the overall quality of the application, professional experience of the company and key staff, and reference from previous clients. The company submitting the answer to this RFP should demonstrate knowledge about KAEF and a clear vision of how that should be reflected in printed materials.

The following criteria will form the basis upon which American Councils will evaluate and grade proposals:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Company Experience – Company has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative services that engage target audiences.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by a company submitting the RFP. As a non-profit organization, American Councils is able to accept pro bono services and recognize the provider.
- Depth and Breadth of Staff – The bidding company has sufficient and appropriate staff to develop the promotional materials for KAEF in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

Dates: March 1, 2015	RFP release data
Dates: March 15, 2015	Questions due
Dates: April 15, 2015	RFP due date
Dates: April 30, 2014	Consultation with shortlisted companies
Dates: May 15, 2015	RFP award
Dates: September 1, 2015	Project Deadline

8. Contact

For questions and additional information, please contact Bujar Aruqaj at aruqaj@kaef-online.org, +381 38 226 255 or +386 49 632 540.