

ICRW's RfP for Communications, Marketing & Fundraising

Rubric / Criteria for Selection:

NOTE: We recognize companies may apply for one or both components of the RFP. We will rate accordingly.

Criteria		Scale of 1-5 (1 being lowest; 5 being highest). How does the design partner meet the criteria?				
		1	2	3	4	5
Experience (35%)						
1	Experience in strategic communications / fundraising and campaign design (audience / donor profiles, messaging, social media content).					
2	Experience in implementation (including through utilization of digital platforms like website, social media, email, fundraising tools, ad buys, events, etc.).					
3	Experience creating compelling content and overarching design (particularly with an eye to diversity & inclusion).					
4	Experience in media relations and / or donor engagement.					
5	Experience working with similar projects and / or organizations.					
6	Are work examples provided? Are the samples clean, understandable, engaging?					
Approach to the Work (25%)						
7	Proposal demonstrates an understanding of ICRW's mission and work.					
8	Proposal addresses commitment to diversity, equity & inclusion (proposal content, make-up of team, etc.)					
9	Is it clear how the company likes to work with organizations? What is important to them?					
10	Rate the company's approach to strategic guidance. How do they plan to provide valuable insights to strengthen our work and how we choose to communicate it?					
Project Management (25%)						
11	Proposal provides a team with a range of qualifications that can meet the requirements laid out in the RFP.					

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		1	2	3	4	5
12	Proposal outlines systems and tools for working with the ICRW team, as well as best points of contact.					
13	Company describes how they can handle both short and long turnaround times for deliverables.					
14	Rate the company for project management approach and processes, including how they handle multiple projects at the same time.					
Rates & Fees (15%)						
15	Are cost structures provided? How reasonable are they given scope, level of effort, and ICRW's nonprofit status?					
16	Are there extra fees, including rush fees?					
Total		We will determine totals based on answers above and apply weights.				

Open-ended *(Anything not captured or expand on ratings above.)*