

RFP for Whatsapp Marketing Platform for HelpAge India

About HelpAge India: HelpAge India is a secular, not-for-profit organisation in India, registered under the Societies' Registration Act of 1860. Set up in 1978, the organisation works for 'the cause and care of disadvantaged older persons to improve their quality of life'. The organisation's programmes are focused on direct interventions in the areas of Healthcare (mobile healthcare units, cataract surgeries), Agecare (helplines, senior citizen care homes and day care centres, physiotherapy), Livelihoods (Elder-Self-Help-Groups; linkages with government schemes), Disaster Response (e.g. Covid-19 relief response), as well as being a strong voice on Advocacy and Awareness issues on rights and policies relating to elders. It also conducts research on elder related issues, which gives a strong base to the work done on-ground. It is spread across 26 states and 245 project locations, pan India, from Leh in the North to Villathi in the South, and Mandvi in the West to Guwahati in the East. For more details, visit: www.helpageindia.org

Key Objectives: Given the higher engagement rates on whatsapp with personalized messaging, HelpAge India would like to focus its efforts, so as to grow online fundraising exponentially through whatsapp marketing and social media efforts. HelpAge seeks an agency to:

- Provide whatsapp marketing platform.
- Build journeys on the platform
 - Adding our programs, Donor servicing & driving donations on whatsapp platform only (From new acquisition & retention perspective)
 - Building a journey for users who want to interact with us on whatsapp.
 - Chatbot integration on the website
- Work on Bots/Automations for Helpage India.
- Providing Excellent Analytics and Report for Whatsapp Marketing.
- Providing excellent after sales support.

Overall scope of work: The scope of work includes following main areas of work:

- Implementing strategies to grow our WhatsApp subscriber list.
- Assist in getting green tick for Helpage India.
- Enable Click To Whatsapp (CTW) for helpage India
- Build user journeys.
- Bot/Automation setup in order to drive donations on whatsapp.
- Platform training assistance
- Provide reporting Module.

- Ensuring compliance with WhatsApp's policies and regulations.
- Driving direct donations on whatsapp itself (Within meta ecosystem)

Selection Criteria:

The company should have:

- Proven experience of providing whatsapp marketing services to non profit sector is desirable.
- Authorized Business Service Partner will be a plus.
- Having Click to whatsapp module.
- 3-4 references

Selection Process:

The proposal should:

- Clearly establish an understanding of the services required and separate out activities according to the areas of work;
- Describe how the company engages with its clients: what processes they follow and requirements they have regarding timelines, rates, requests, sign-off and payments
- Provide a standard SLA; and
- The budget should be broken down by activities

Interested agencies may apply by **April 21st, 2024** with a detailed proposal and cost breakdown.

We expect the partner agency to give suggestions across various points in the RFP. Presentations on credentials with case studies and approaches for us need to be done sectoral benchmarks with focus on constant support. Shortlisted agencies may be requested for a detailed presentation.

The proposals received will be evaluated according to the following criteria:

- a. Profile and experience of the company 30%

- b. Platform capabilities like - Modules, Reporting, Data management 40%
- c. Pricing 30%

Note: We would be happy to fill questionnaire/requests to understand current architecture if need be, only after signing a full Non-Disclosure Agreement.

Contact Information: Our Address: HelpAge India, C-14, Qutab Institutional Area, New Delhi – 110016. Or email details to procurement@helpageindia.org.

Please submit your quotation – Technical and Financial in different attachments only at procurement@helpageindia.org by **21st April 2024**.

We are pleased to announce that the deadline for submitting proposals in response to the Request for Proposal (RFP) has been extended. The new submission cut-off date is now April 23, 2024 till 10AM