



Request for Proposals

Press Release Distribution Services: November 2022-October 2023

Issued: October 13, 2022

Responses Due Date: October 27, 2022

Vendors may email questions and responses to the following contact:

procurement@awf.org copying WOdhiambo@awf.org

African Wildlife Foundation (AWF)

AWF Conservation Centre Ngong Road, Karen

P.O Box 310 00502 Karen-Nairobi



1. About AWF

African Wildlife Foundation (AWF) is an international conservation organization formed in 1961. Together with the people of Africa, AWF works to ensure that the wildlife and wild lands of Africa will endure forever. Headquartered in Nairobi, Kenya, AWF has field offices in nine African countries: (Kenya, Tanzania, Uganda, Cameroon, Zimbabwe, Ethiopia, Democratic Republic of Congo, Niger, and Rwanda) and is registered in the United Kingdom, Canada, Switzerland and South Africa.

2. Introduction

AWF has had many projects in several landscapes across Africa. It has also partnered with a number of organizations from in and out of the continent for various projects. AWF has written articles and press releases to document its work. The Strategic Communications team is keen on ensuring that these stories are well told and availed to readers across the globe. Thus, AWF is soliciting bids for Press Release Distribution Services. The vendor will distribute selected press releases in the continent.

The successful vendor will work closely with AWF's Senior Executive Communications Specialist and the Communications Assistant and the overall guidance of the Strategic Communications Director to provide the services described below.

The Vendor that will be hired will start immediately and distribute the selected press releases across Africa. They will advise the Strategic Communications team on what would work best to ensure that there is maximum reach with the distribution. The Vendor will also provide a detailed media monitoring report of each press release distributed. Additionally, they will monitor social media and report on the negative and positive mentions for AWF's reaction. The Vendor will advise on what languages would work best to reach a wider audience. The consultancy services will end once the Vendor has distributed the requested press releases and submitted detailed media monitoring reports for each.

3. Scope of Work

On an annual basis, the vendor will offer the following services:

- Distribute 5 press releases with unlimited wording across Africa.
- Monitor the web on how the release is being picked up in the different media outlets
- Monitor print media and report on how the release is being picked.
- Prepare a detailed media monitoring report for each press release distributed.
- Notify the Strategic Communications team of any negative mentions of the distributed releases for AWF's reaction in a timely manner.
- Provide the Strategic Communications team with counsel on recent trends and technological advancements that could be leveraged to ensure maximum reach in Africa.
- Successfully pitch 2 Interview opportunities with tier 1 local, regional, or pan-African print/online media
- Successfully pitch 1 Interview opportunity with tier 1 local, regional, or pan-African broadcast media
- Facilitate 1 Op-ed placement in selected publication



Additional services may be offered or requested based on mutual agreement between the parties.

iv. Proposal Guidelines and Criteria for Vendor selection

Interested vendors should submit a proposal, no longer than ten pages, that includes:

- A detailed description of services offered that satisfy the scope of work;
- A cost breakdown of services available. Additional services not specified in the scope of work may also be included if deemed appropriate;
- At least two examples of services rendered to comparable non-profits, including a detailed description of the work offered; and
- Designated account point of contact.

AWF will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed scope of work. Given the Global nature of AWF's work, vendors with international databases will be given preference.

v. Place of performance

The Vendor will work remotely and will submit a comprehensive report on the performance of the press release distributed including how it has performed on social media. This will be shared via email to the Strategic Communications Team. The teams will meet once a month virtually to review the statistics and trends and share the recommendations to achieve the goal

The Vendor will work remotely and will submit the daily reports via email to the Strategic Communications Team. The teams will meet once a month virtually to review the statistics and trends and share the recommendations to achieve the goal.

vii. Vendor Qualifications

- Proven business experience of at least 5 years in distribution, media monitoring and reporting
- Proven national and international work experience with renown companies, non-for-profit organizations and provide a list of at least 10 active clients.
- Advanced understanding of communications approaches, tools and methodologies related to planning, executing, and monitoring internal and/or external communications strategies
- A commitment to teamwork and demonstrated willingness to provide help and support when others are in need; to lead or follow, depending on the needs of the team.
- In-depth understanding of Africa's socio-economic aspirations, trends, and challenges.

viii. Submission process

Please submit proposals via email to procurement@awf.org with a copy to NMUmba@awf.org by 5.00 pm EAT on October 27, 2022. Proposals longer than 10 pages will not be considered.



Early submissions are welcome and appreciated. AWF may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. AWF also reserves the right to consider bids for modification at any time before an award is made.

AWF will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award.