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| --- | --- |
| **Date:** | dd-mm-yy |
| **To:** | USAID Investment Promotion and Access to Finance Activity | |
| **RFP title:**  **Solicitation number:** | **Soliciting Proposals on Marketing Strategy and Outreach Campaign to Promote Access to Diaspora Investment Window for Diaspora Investors**  RFP # P1019-OPS-PR-0724-019 | |
| **Date:** | dd-mm-yy | |
| **From:** | **Name of Lead Applicant (if applying as a consortia):**  **[Add name of other consortia entities, if applicable]** |  |
| Address: |  |
| Contact Name, Title: |  |
| Email: |  |
| Telephone #: |  |
| Applicant Legal Status: |  |
| Year Founded: |  |
| Registration #: |  |
| Tax ID / Fiscal #: |  |
| Indicate other consortia members (if applicable):  Consortia member 1 (name, address, year founded, registration #, Fiscal #):  [add if more] |  |

We/I hereby certify that the information contained herein and attached hereto is complete and accurate to the best of our/my knowledge (**if applying as consortia, please add their name/signature/date**).

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Head of Organization Signature Da

# Technical Proposal[[1]](#footnote-1)

1. **Creativity of the proposal (40%)**
   * The Offeror shall describe its intended approach, demonstrating the creativity of the strategy to design and implement an effective marketing and outreach campaign.
2. **Proposed team (20%)**
   * List key team members, along with resumes, and describe each of their roles and contributions to the successful completion of the Scope of Work.
3. **Demonstrated ability to reach and engage diaspora businesses and potential investors through innovative approaches (20%)**
   * Describe and demonstrate how the Offeror will identify, reach and engage diaspora businesses and investors.
   * Describe if the Offeror will partner with other entities to ensure it can effectively access the targeted diaspora business community.
4. **References and track record of implementing similar projects (15%)**
   * List projects of similar nature and describe how they are similar to the goal of the Scope of Work of this RFP.
   * Provide evidence of the listed projects.
5. **Methodology and feasibility of the proposed timeline (5%)**
   * Propose a methodology for how the overall Scope of Work will be implemented.
   * Provide proposed implementation timeline.

**Attachments**

* Current copy of the business registration (front and back)
* A copy of your Fiscal Certificate.
* Reference letters/other documentary evidence for implementation of previous similar projects/previous similar work samples.
* CVs of professional staff members.
* Completed and signed NDAA Representation Form (see Attachment IV of the main RFP document).

1. Not to exceed 10 pages. Supporting documents, samples of past similar work, proposed creative designs and/or ideas, and CVs of the proposed key staff members, which the bidders are required to submit, will not be counted toward the 10-page limit. [↑](#footnote-ref-1)