

Request for Proposals



NATIONAL
DEMOCRATIC
INSTITUTE
FOR INTERNATIONAL AFFAIRS

TPiE Communications Support “USAID-Tibet CTA-CBSI”

Issued: 10/11/2023

Responses Due: 10/27/2023 by 5:00 pm ET

Vendors may email questions and responses to the following contact:

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I. SUMMARY

The National Democratic Institute (NDI) is requesting *proposals from organizations to provide widespread communications support and training to the Tibetan Parliament-in-Exile (TPiE)*.

It is anticipated that one fixed contract will be given for this purpose for approximately seven months.

II. BACKGROUND

NDI is supporting the Central Tibetan Administration (CTA), also known as the Tibetan Government-in-Exile, through a multi-year program based in Dharamshala, a small city in northern India. A key component of the program is strengthening the TPiE's communications capabilities. The TPiE is the legislative branch of the CTA. The CTA is made up of three branches: the executive, the judiciary, and the legislative. The CTA provides services to Tibetans living-in-exile in India, Nepal, and Bhutan and connects with the wider Tibetan diaspora, all with the long-term goal of advancing the Tibetan cause.

The CTA relies on support from donors, drawing from Tibetans around the world, international organizations and foreign governments. To garner support and grow awareness of the Tibetan cause and the government-in-exile, the CTA must be able to communicate effectively with the rest of the world. Within the CTA, there are two main bodies that lead international outreach: the TPiE and the executive. NDI is focusing on the development of the TPiE's communications infrastructure, including building the communications capacity of staff and parliamentarians, and building a cohesive brand identity. Currently, the TPiE runs its own website and social media accounts, and conducts advocacy independently of the executive, focusing mostly on international parliamentarians. The TPiE has a media section of two people who run all of their communications. One staff member primarily focuses on Tibetan communications, while the other leads English communications.

In order to grow individual, donor and government support for the Tibetan cause and government-in-exile, the TPiE is looking to enhance their communications and advocacy efforts. This includes implementing more strategic advocacy and communications strategies, developing engaging campaigns and content and building staff skills. Overall, the TPiE hopes to utilize a more strategic approach to advocacy and communications that furthers the Tibetan cause.

DESCRIPTION OF ACTIVITY

Under the United States Agency for International Development (USAID)-funded **CTA-Capacity Building and Sustainability Initiative** program, NDI engages with the CTA and TPiE on a wide range of activities and capacity support engagements. Under the program, NDI requests a political communications organization to provide support to the TPiE, conducting training,

developing digital products, and facilitating strategy sessions, to increase the TPiE's ability to effectively communicate and share information. NDI envisions that the engagement will have four main components:

Component 1: Assessment of TPiE Capacity and Current Strategy

At the onset of the contract, the selected organization will conduct one or several preliminary assessments to understand the TPiE's capacity to conduct wide spread communications, its ability to utilize digital media, their overall communications and advocacy strategy and impact. The assessments should include a study of current TPiE communications posts, materials, practices and strategies, as well as in-person or virtual interviews with key stakeholders and decision makers. The organization should be able to produce a formal report by the end of their assessment.

Component 2: Digital Strategy Workshops

The selected organization should hold one or multiple in-person workshops with TPiE MPs and staff, as well as key CTA stakeholders, on effective communication. The workshops should both build the capacity of the TPiE and also serve as co-design sessions for future communication materials and campaigns. The sessions should cover core TPiE activities/services and communications objectives, target audiences, and messaging priorities. At the session, the organization should present the findings of its assessment with the participants. Following the workshop, the selected organization should design a broad communications and digital strategy for the TPiE based on the content of the workshops.

Component 3: Skills Training and Content Development

Following the digital strategy workshops, the organization will work with the TPiE to develop content, including social media posts, infographics, newsletters, videos, interviews, and other relevant content. The firm will provide the TPiE with templates and instructions on how to develop future content, beyond the life of the program. Additionally, the firm will provide trainings for TPiE MPs and staff on communications and advocacy. These trainings will both focus on broad communications topics, such as social media and understanding ones audience, and more specific topics related to the content that the selected firm is developing. These sessions should help build the capacity of the MPs and staff so that they can continue developing their own content beyond the life of the program.

Component 4: Communications and Digital Strategy Rollout

The select firm, following the finalization of the communications and digital strategy, will work with the TPiE to implement the strategy. The firm will work closely with the TPiE to develop a timeline and produce content, including social media posts, infographics, newsletters, videos, and any other relevant content. The rollout should be designed to not only provide the TPiE with the communications material for the time being and beyond the life of the program, but should also build the capacity of the MPs and staff to communicate with a wide range of stakeholders on the Tibetan cause.

III. CRITERIA FOR VENDOR SELECTION

In order to ensure that applicants possess adequate capacity to carry out the activities envisioned under this project, the following eligibility criteria will be used to determine applicants' eligibility to receive a contract. The following eligibility criteria must be met by the date, upon which a proposal is submitted under the Request for Proposals:

- Proven commitment to promoting democratic values;
- Experience holding trainings and workshops with government officials on conducting advocacy and communications;
- Experience designing communications and/or advocacy campaigns for political and government bodies.

It is anticipated that **one** fixed price contract will be given based on this RFP, subject to the availability of funds.

IV. PROPOSAL GUIDELINES AND SUBMISSION PROCESS

Proposals should include the following information:

- Company history and core services
- Client list, particularly any international, political or non-profit organizations
- Detailed budget containing all costs, including staff time and projected communication and travel expenses. Proposals may be priced by day or by hour. Different rates may be given for different services and/or different team roles.
- A portfolio of past work

If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. NDI will not refuse a proposal based upon the use of subcontractors, however, NDI retains the right to refuse the subcontractors selected by a vendor. All final proposals should be submitted via email to contact information (same as above) at the National Democratic Institute by 5:00 pm ET on October 27, 2023.

Early submissions are welcome and appreciated. NDI will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed tool requirements. NDI may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. NDI also reserves the right to consider bids for modification at any time before a contract is made. NDI 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 a decision. Please note that selected vendor(s) would be expected to use NDI's standard contract template, a copy of which is available upon request.