



REQUEST FOR PROPOSALS

LIFE SKILLS & AI SKILLS FOR YOUTH SOCIAL IMPACT CAMPAIGN

Transforming lives, together.

INTRODUCTION & BACKGROUND

Since 1990, the [International Youth Foundation \(IYF\)](#) has had a singular focus on preparing the world's young people to be healthy, productive, and engaged citizens. Working in partnership with businesses, governments, and civil society organizations, IYF capitalizes on its technical expertise, proven curricula, and training methodologies to support young people to (1) become active participants in the economy through gainful employment or entrepreneurial endeavors, and (2) become agents of social change in their countries and communities.

Often our projects are delivered in person or digitally through a global partner network, though that delivery method has evolved given technological advancements and a desire to reach more youth in countries without an active IYF presence or in places where youth populations are hard to reach. Accordingly, for the last 5 years IYF has managed online youth campaigns through social media to promote free training resources across multiple platforms. Most often IYF campaigns or online activities have been designed for a specific video-sharing or social media platform. For instance, IYF worked with a China-based NGO to design and run an animated mini-series across Weibo, Bilibili, and others that received more than 4 million unique views.

This new program aims to strengthen the life skills held by young people ages 18 to 24 while highlighting opportunities for them to leverage those skills in an increasingly AI-centric workplace. IYF and the selected vendor will design and deploy a multi-national educational campaign that provides job seekers and early career professionals with insights into future workforce needs and concrete tips to drive success in the AI-enabled workplace through short-form content. This campaign may seek to engage Microsoft AI-creators and developers, along with their stories, as part of the campaign design and throughout the short-form content script narratives.

In addition to showcasing the way life skills compliment AI tools, especially those from Microsoft, the campaign will also offer links to ancillary training materials for young adults to further upskill themselves. Examples of such content are IYF's [Passport to Success® Traveler](#) and Microsoft's training resources (sample links below).

- [LinkedIn Software development Learning Pathway](#)
- [LinkedIn System Administration Learning Pathway](#)
- [LinkedIn Data Analysis Learning Pathway](#)
- [Learn AI collection for developers](#)
- [LinkedIn cybersecurity pathway](#)

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OPPORTUNITY DESCRIPTION

The selected firm will be contracted to design a short-term direct to youth campaign reaching young adults 18-24 years of age, ensuring gender parity to the best of their ability. As stated above, this campaign is primarily

intended to educate young adults on the importance of human – or life skills – in an AI world while uplifting key AI tools. The youth audience is intended to be low- and middle-income youth with some education background such as high school graduates, community and technical college students, but not college graduates. The priority locations for youth engaged will be determined in consultation with the selected vendor and the program funder. However, three locations must be selected from the below list while ensuring two regions total are represented. IYF may also consider locations from secondary countries but will prioritize those listed. The selected vendor will include recommended allocations for ad spend and youth reach KPIs per market in their design plan once selected for the program activity. There is no current expectation on percentage of youth from each market.

North and Central America, and the Caribbean	USA, Puerto Rico, Costa Rica, Panama, Jamaica, El Salvador, Honduras, and Guatemala
South America	Argentina, Chile, Colombia, Ecuador, and Peru,
Asia Pacific	Malaysia, Philippines, Vietnam, and Bangladesh
Central Europe, Middle East, & Africa	Nigeria, Egypt, and Morocco,
Potential Secondary Locations	South Africa, Kenya, Indonesia, and India

The firm will be responsible for all aspects of the communications campaign including scripting, shooting/animating, and producing video imagery, static creative, ad copy, deploying and managing the ad spend across relevant social platforms, reaching campaign KPIs, and reporting to the project lead at IYF on a regular – weekly suggested – basis. The vendor will also be responsible for managing and integrating any giveaways or promotional components, tracking the ROI of such activities to determine their effectiveness.

KEY PERFORMANCE INDICATORS

The primary goal for this campaign is to generate engagement and completion of short-form video content with a secondary goal of driving traffic to IYF and third-party (Microsoft) AI training content. Should the vendor recommend a giveaway component of this program, IYF would seek to track details on this as well in alignment with the primary engagement goals. *IYF has existing giveaway legal language for review and updating in consultation with the selected vendor.*

Primary KPI: 48,000 unique young people complete at least 30 seconds of a video. IYF recognizes we cannot tack unique views across all videos and would work with the firm to establish an appropriate return user percentage for a unique view calculation.

Separately, IYF will confirm interim metrics with the selected vendor based on the campaign plan. Interim metrics will relate to but are not limited to tracking users electing to seek secondary learning content from IYF and/or Microsoft.

BUDGET

The current projected budget for this campaign is \$75,000 USD. The project is actively exploring potential secondary funding to expand this work but is not yet able to confirm additive funding will be available. The vendor applicants may choose to present a secondary budget per the details below.

DELIVERABLES AND TIMELINE

The below chart outlines key deliverables associated with the project. These are subject to mutual consultation and agreement prior to finalization in a formal scope of work and contract.

Task	Deliverable	Desired Timing
RFP Released	--	7/19/2024
Proposals Received	Vendor Proposals	8/5/2024 12 PM Eastern US
Vendor Interviews	--	8/8-8/9/2024
Contracting	Contract signed	8/23/2024
Kickoff Meeting	Illustrative campaign timeline and access to accounts granted	8/28/2024 (Date and subsequent dates flexible based on contract signature date)
Final Campaign Design Review	Presentation and acceptance of initial campaign plan, ad spend, and assets plan for development	9/6/2024
Campaign Launch	Initial campaign release and beginning of ad spend	Mid-October 2024

REQUESTED PROPOSAL ELEMENTS

Please include:

1) Company Overview (Max 3 pages)

- Contact information for the key person(s) to be contacted regarding this RFP
- Brief company history, including years in business, number of employees, and office locations
- Vendor's experience in designing engaging digital marketing campaigns
- Vendor's experience in managing projects of a similar size and scope
- Key staff and bios for any team leads who will work on this project

2) Initial Campaign Design (Max 2 pages)

- Provide outline of campaign plan with recommended creative treatment (i.e., number of videos and ads, platforms, priority locations, and recommended style approach for this audience)
- Provide basic assumed KPIs for a campaign of this nature.
- Provide associated budget recommendation tied to identified total budget of \$75,000 USD outlining ad spend, management costs, creative costs, etc.
 - Optional: Vendors may elect to include a second budget for a \$150,000 USD campaign for consideration as a contingency should IYF secure a secondary funder.

3) Prior Experience and Work Examples (Max 4 pages)

- Please provide a minimum of 2 and a maximum of 3 past performance examples. Examples should be aligned to a similar project scope and budget as the approach being presented to IYF. Preference will be given to those with youth experience and in similar countries. Preference will also be given to those that disclose the cost of similar work and KPIs achieved as a result.

4) Client References (Max 1 page)

- Provide three (3) references of organizations that have utilized your services. Please include contact name and, title, organization name, city/country, phone number, email address, and nature of project. IYF will only contact references for the final 3 vendors.

5) Timeline & Terms

- High-level Gantt chart outlining key activities and milestones
- Any company standard terms of agreement (Not included in page length)
- The contract must be a fixed-fee contract where the terms are set in advance.

SUBMISSION PROCESS

Firms interested in this opportunity should submit a brief (5-10) page proposal that includes the *Requested Proposal Elements* to Rhonda Greenway, Technical Advisor, at r.greenway@iyfnet.org. All proposals must be received by August 5th 12 PM Eastern, to be considered. Proposals will be reviewed on a rolling basis as received.

RFP AND EVALUATION TIMELINE

The expected timeline for the RFP and evaluation process will be as follows:

- RFP distributed to vendors 7/19/2024
- Deadline for proposal submissions 8/5/2024
- Vendor selection notification** 8/8/2024

*Presentations may be requested of finalists.

**All vendors will be notified via email by COB 8/23/2024 of their status.

BASIS OF AWARD

The following criteria will be used to evaluate submitted proposals:

1. **Company Overview:** Breadth and depth of relevant experience, particularly related to experience in designing and implementing engaging digital campaigns for young adults 18-24
 - **Campaign Design:** Alignment to the identified initiative goals, as well as innovative and creative design recommendations that will resonate with the youth demographic in selected markets
2. **Prior Experience and Work Samples:** Comprehensiveness, relevance, quality of samples
3. **Client References:** Strength of recommendation from both product and working relationship perspectives. IYF requires references at submission. Only finalists' references will be contacted.
4. **Timeline:** Comprehensive, clearly outlined timeline for campaign management and ad spend. Ability to meet aggressive timeline with clearly defined work plan.
5. **Other:** Overall responsiveness of proposal and "fit" of vendor to IYF needs and values.

We appreciate the time and energy it takes to respond to any proposal and thank you for your interest in IYF's work.