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Call for tender
Creation of a fundraising strategy

1. Context and objectives

Kehl University of Applied Sciences offers the Master's programme "Public Management in International Cooperation", which is organised jointly with African universities in 3 countries of Africa (Senegal, Ethiopia and South Africa). The extra-occupational study programme, taught in English and French, aims to improve international cooperation projects in the context of public administration.

The students from Africa and Europe already have university degrees and usually hold senior positions in public authorities, ministries, NGOs, etc. The thrust of the programme is the idea that international projects only work if public administrations are also well prepared for the specifics of international cooperation and development cooperation during implementation. The Master's programme provides a broad insight into public policy, governance, public management, development cooperation, public financial management, intercultural competence and much more.

Although the Master's programme is very well received, has a good number of applicants and is also perceived as extremely relevant by authorities, governments and the private sector, it still complains about a major funding shortfall.

An annual sum of €400,000-500,000 is required for costs such as tuition fees, mobility, marketing and personnel costs. These costs cannot be sustainably met purely through public funding.

In the past, the PMIC Master's programme has already been able to cover the tuition fees of a cohort with large donations from the private sector, but this recruitment of a donor has not yet been repeated on such a scale.

Due to a lack of expertise in fundraising, Kehl University of Applied Sciences will now commission a consultancy service provider to develop a customised fundraising strategy.

Further information on the Master's degree programme "Public Management in International Cooperation":

<https://www.hs-kehl.de/pmic/>

2. Description fundraising strategy consulting:

The service provider is asked to develop the following steps to create a comprehensive fundraising strategy:

1. **Analysis of the current situation and SWOT analysis:**

- Detailed examination of the current fundraising activities, resources, tools and capacities of the university and the PMIC Master's employee base
- Identify the strengths, weaknesses, opportunities and risks in the current approach to marketing and fundraising

2. **Definition of the target groups:**

- Definition of the relevant target groups (e.g. donors, sponsors, funding partners) and their specific approach.

3. **Message structures, storytelling and unique selling proposition (USP):**

- Definition of a unique selling proposition
- Development of a clear and convincing story for the PMIC Master that reflect the values and mission of the PMIC Masters
- Suggestion of useful marketing materials needed for a successful fundraising

4. **Creation of a fundraising strategy:**

- Creation of a fundraising catalogue of measures with clear objectives, responsibilities and timetables.
- Cost calculation of the proposed measures
- Comparative calculation of the costs of the measures: implementation with own personnel vs. implementation by service providers

5. **Suggestion of suitable tools and software solutions:**

- Identification and recommendation of suitable technical tools to optimise fundraising processes (e.g. CRM systems, donation platforms, automated mailing, etc.).
- Analysing the cost efficiency and feasibility of the proposed solutions.

6. **Preparation of a list of possible suitable donors and a concrete proposal for approaching them**

3. Schedule:

- **Question deadline:** 25 October 2024
- **Offer deadline:** 04 November 2024
- **Award deadline:** 15 November 2024
- **Start of joint work:** 18 November 2024

4. Award criteria:

1. An offer tailored to the elements of the above-mentioned scope of services and convincing in terms of content. Please indicate the estimated costs for each of the items in section 2. You can either specify a package price per item or the price per working hour and the number of working hours for each item. Please submit your quotation in English. All written parts of the consultation will be in English so that they can be viewed by our international partners. (20%).
2. Experience with the realisation of similar projects in a university context, and in the context of international cooperation (preferably between Europe and Africa) verifiable through references (30%)
3. Price (50%)

Please direct your questions and your offer to:
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