

NRC Sweden | Request for Proposals – F2F Fundraising

1. ABOUT NRC SWEDEN AND BACKGROUND

Insamlingsstiftelsen NRC Flyktinghjälpen Sverige (NRC Sweden) is a part of the Norwegian Refugee Council (NRC), an independent and global humanitarian organisation that helps people forced to flee. Together, we save lives and rebuild futures in the world's most challenging crises.

NRC Sweden has been active in the Swedish fundraising market for about 9 years. We are a member of Giva Sverige, have an office in Stockholm and hold a 90-account given by the Swedish Fundraising Control.

To raise resources and build awareness of our work, especially unearmarked funds, we are now looking for a Face-to-Face (F2F) service provider in Sweden.

2. SERVICE DESCRIPTION

The service provider sought will implement an NRC Sweden F2F campaign for private regular donor recruitment. Telemarketing fundraising for donor retention can also be considered.

The service includes, but is not limited to, the following:

- Provision and training of qualified fundraisers.
- Planning and implementation of public outreach activities.
- Provision of the necessary software and hardware for donor acquisition, including tablet-based donor acquisition tools compliant with GDPR.
- Data collection, processing and transmission in accordance with GDPR.
- Data management aligned with NRC Sweden's tools.

3. EXPECTED SERVICES

- Recruitment of 1,000 new regular monthly donors.
- Claw-back: At least the first two donations of each donor must be successful. The ideal agency would guarantee at least three donations.
- Preference for door-to-door fundraising. Also open to street fundraising and venues.
- Regular fundraiser training, management, review, and monitoring to assure high quality and appropriate brand representation.
- Assurance of GDPR compliance in all related matters.
- Close collaboration with NRC Sweden, including regular KPI reviews.

4. BUDGET AND REMUNERATION

The goal is recruitment of approximately 1,000 validated individual regular donors by year-end 2026. Interested agencies are requested to propose a cost per acquired donor (CPA).

Agencies are also invited to outline any retention-related incentives or quality safeguards, such as non-billing of invalid donors, refund policies, or other guarantees.

5. CONTRACT

NRC Sweden intends to enter into a service contract for the acquisition of 1,000 validated individual regular donors by year-end 2026. This number could possibly be increased later in the year, depending on budget and performance. In the event of successful implementation and mutual satisfaction, a long-term cooperation is envisaged.

The contract will be governed by Swedish law. NRC Sweden will only process payment for validated donors in line with the agreed terms. The agency must ensure full GDPR compliance and refrain from aggressive or misleading fundraising practices. Additionally, legal compliance with local F2F regulations in a region/city must be guaranteed.

The planned contract period is starting summer 2026. Subcontracting is only allowed with NRC Sweden's prior written approval.

6. PROVISIONAL SCHEDULE

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| » Tender publication: | 10.02.2026 |
| » Deadline for submission of proposals: | 27.02.2026 |
| » Selection and conclusion of contract: | 31.03.2026 |
| » Campaign start: | According to contract (tentative date: 01.06.2026) |

7. EVALUATION CRITERIA

The service provider is selected based on the following criteria:

- Price-performance ratio and cost per donor.
- Quality assurance, including claw-back.
- Relevant experience and reference.

8. REQUIRED DOCUMENTS

- For the proposal:
 - Detailed description of the offer including scope of services.
 - Financial proposal (cost per donor, total cost, pricing model including claw-back).

- In case of selection/shortlisting:
 - Signed Ethical Standards Declaration.
 - Proof of company registration.
 - Data Protection Statement, confirming compliance with GDPR, data security procedures, and secure data transfer protocols.

9. SUBMISSION OF OFFERS

Please submit your proposals in accordance with the requirements detailed above. Complete proposals shall be sent (PDF) to se.office@nrc.se not later than 11 pm CET on 27.02.2026.

10. ETHICAL REQUIREMENTS

NRC Sweden expects any agency to conduct respectful and ethical donor interactions. The contracted agency will not engage in aggressive selling tactics and will respect vulnerable populations in line with NRC's Ethical Standards Declaration. In line with this, misleading or aggressive sales tactics are prohibited and can lead to a termination of the contract. If an agency cannot confirm compliance with NRC's ethical code and safeguarding standards, they are not eligible.

As a member of Giva Sverige, NRC Sweden also requires that the contracted agency will follow [Giva Sverige's industry standards](#).