



Call for Tender – Development of a membership strategy for the National Women’s Council of Ireland (NWCI)

10 September 2019

We are looking to recruit (a) suitably qualified Consultant(s) to develop a membership strategy for the National Women’s Council of Ireland (NWCI) for the period 2020-2025.

Context

The National Women’s Council of Ireland (NWCI) is Ireland’s leading national women’s organisation. Established in 1973, NWCI represents more than 180 group members and an increasing number of individual members across Ireland.

NWCI’s membership is at the heart of everything we do. For more than 45 years we have been bringing together the experiences of our members and ensure women’s voices and experiences are represented at all levels of policy making.

As part of our Strategic Plan 2016 -2020, NWCI committed to developing a membership strategy that would outline a vision for our membership going forward, and support us in increasing and diversifying our membership, both groups and individuals, over a five-year period.

NWCI’s membership has been changing over the last couple of years and we believe the organisation is at a crucial point in time to assess our current membership criteria, processes and also engagement and recruitment.

Recent developments include:

- The successful referendum campaign to repeal the Eighth Amendment has mobilised many women, in particular young women. NWCI would like to build on this mobilisation through our membership for ongoing campaigns for women’s equality issues.
- There is a growing interest of corporate, for profit companies and women’s networks within for-profit companies to join as members.

- There have been challenges in relation to organisations which hold an opposing view to NWCI on a core policy issue wishing to join as members of the organisation.
- A motion adopted at our AGM in June 2019 called on NWCI “to review its membership policy to ensure it is non-discriminatory and inclusive of women and groups including those representing women in prostitution and sex work.”
- Digital communications provide new opportunities to engage with our members and involve them in our campaigns. We want to make sure we have a strategic approach to making the most of these new tools to engage with our members and recruit and engage with new members.
- We need to broaden our funding base through membership fees while at the same time ensuring that fees do not act as a barrier for participation for women and member organisations.
- NWCI is not a service provider or training organisation but can offer some support to our members in relation to their campaigns and advocacy work. We are looking to have greater clarity as to what NWCI can offer to members that keeps in line with our main role as a catalyst for positive change for women through our lobbying and campaigning work.

Expected outcomes and outputs

The tender needs to cover how the Membership Strategy will address the following:

- The relationship between our mission, vision, values and core policies and our membership criteria and how these are applied to new member groups wishing to join the organisation. This should include a clear procedure to deal with and engage with organisations who do not agree with one or some of our core policies.
- A shared understanding of the role and purpose of both group members and individuals members in NWCI, their power to shape our policies and effective ways to meaningfully engage them in our work.

- A shared understanding of the role of our members in relation to income generation and recommendations on how to best use membership for income generation and a review of our fees structure.
- Recommendations in relation to the best use of new technologies, in particular digital tools and CRM system, to increase membership recruitment and facilitate engagement in our campaigns.
- Recommendations in relation to the kinds of supports that NWCI should offer to members that keeps in line with its main purpose of being a lobbying and campaigning organisation.
- A clear pathway for implementation of the strategy and its recommendations.

Methodology: Consultation with our membership, groups and individuals, is a key factor in the development of the strategy. Consultation should also include organisations that were unsuccessful with their applications. We expect a mixture of approaches, including for example facilitated discussion with board, staff and members, focus groups and surveys of the membership. NWCI will also set up a membership working group, consisting of staff and board members, that will support the development of the strategy.

Tender requirements:

Tender proposals should include the following

- A statement or narrative demonstrating understanding of the project aims and objectives
- A demonstrated understanding and awareness of the requirements of the project
- A demonstrated understanding and track record in the area
- An outline of skills, qualifications and experience relevant to the tender
- A work plan identifying the approaches and methodologies to be used in developing the membership strategy and how the expected outcomes will be achieved.
- Demonstration of the arrangements for effective communication with designated personnel so as to ensure that the objectives of the project are being achieved, that the project does not overrun on time or cost and that any other problems that arise can be resolved

- **Costs**
 - Set out any issues which may impact on the cost
 - All costs must be inclusive of VAT and expenses
 - Demonstrate value for money
 - Breakdown of costs showing the number of days required to complete the task, the number of days each person if there is more than one person involved, the cost per day. The fee quoted should include travel and subsistence costs.
- A list of recent clients who may be contracted for references in relation to this tender.
- Confirmation of ability to meet the timeframe of the project.
- Disclosure of any potential conflict of interest, e.g. through affiliation to one of our member organisations.

Timeframe

- **New extended deadline:** Deadline for the submission of the tender is Tuesday, 8 October.
- Membership Strategy completed by Wednesday, 18th March 2020 (TBC)

Project Budget

The total budget for the tender is € 5,000 including VAT and all expenses.

Conditions of Tender

- NWCI reserves the right not to award a contract in the event that no proposal is deemed to be suitable.
- NWCI requires that consultants will treat all information provided pursuant to this invitation to tender in strict confidence.
- Information supplied by tenderers will be treated as contractually binding. However, NWCI reserves the right to seek clarification of any such information.
- All material gathered and all outputs arising out of the proposed contract will remain the sole property of the NWCI. Tenderers must agree to this condition in their proposals. All information and knowledge acquired in the course of the project will be treated as confidential and should not be divulged to any unauthorised person or used for any purpose whatsoever without the prior approval of the NWCI.

- It will be a condition for the award of a contract that the successful contractor (and agent, where appropriate) will be promptly required to produce a Tax Clearance Certificate from the Irish Revenue Commissioners. In addition, contractors must retain records of tax reference numbers for any sub-contractors, whose payments exceed €5,000 including VAT. All payments under the contract will be conditional on the contractors being in valid possession of valid certificates at all times.
- Tenders that are delivered late will not be considered.
- Any conflicts of interest involving a contractor (or contractors in the event of a group or consortium bid) must be fully disclosed to NWCI, particularly where there is a conflict of interest in relation to any recommendations or proposals put forward by the tenderer.
- NWCI will not be liable for any costs incurred in the preparation of the tender.
- Payment for all services covered by this tender will be on foot of appropriate invoices. Invoicing arrangements will be agreed with the successful supplier(s), subject to the terms of the Prompt Payment of Accounts Act (27 of 1997).
- Payment of all services covered by this invitation to tender will be on the basis of the agreed contract price, completion of agreed stages of the work plan and upon the submission of the appropriate invoices.
- 40% - at the beginning of the project:
- 40% - at 3/4 stage
- 20% - once final report produced to the satisfaction of NWCI

Evaluation of Tenders

Tenders will be evaluated initially with reference to the following qualification criteria:

- a. Completeness of tender documentation
- b. Stated ability of tenderer to meet the requirements of the Invitation to Tender

Only those tenders, who meet both of these qualifying criteria, will be eligible for inclusion in the award process.

The contract will be awarded from the qualifying tenders on the basis of the most economically advantageous tender applying the following award criteria, not necessarily in this order:

- Cost effectiveness



- Understanding of the project and demonstrated ability to carry out the research as per Tender Invitation
- Relevant experience of the designated personnel
- Reference sites, and
- Timeframe for completion

Tenderers are advised that they may be required to make a formal presentation of their proposal.

The proposal should be made for the attention of Silke Paasche, marked “NWCI Membership Strategy – Tender” and sent to silkep@nwci.ie

To arrive no later than Tuesday, 8 October (new extended deadline)

All information provided to NWCI in response to this request will be treated in strict confidence.