

# NRC Flyktinghjelpen | Request for Proposals – Fundraising Services

## 1) ABOUT NRC FLYKTINGHJELPEN AND BACKGROUND

Founded in 1946, the [Norwegian Refugee Council](#) (NRC) is an independent humanitarian organisation that supports refugees in rebuilding their future and advocates for their rights.

In the past 80 years NRC Flyktinghjelpen has gone from being a fundraising campaign to a large independent humanitarian organisation, and today we work in both new and protracted crises all over the world. In 2025 NRC Flyktinghjelpen's 14,000 employees helped more than 10 million people in nearly 40 countries. Most of the employees are hired locally to work in the field, but a small number are based in the head office in Oslo.

Our Private Fundraising team is responsible for engaging with private individuals and organisation to build awareness of NRC Flyktinghjelpen's work and raise resources for the organisation, especially unearmarked funds. For this purpose, we are looking for a provider to recruit regular donors on our behalf in Norway through door-to-door fundraising.

## 2. SERVICE DESCRIPTION

The service provider sought is to plan and implement an F2F campaign for NRC Flyktinghjelpen, including but not limited to:

- » Provision and training of qualified fundraisers.
- » Provision of the necessary software and hardware for donor acquisition including tablet-based donor acquisition tools compliant with data protection regulations and guidelines.
- » Planning and implementation of public outreach activities.
- » Data collection, processing and transmission in accordance with Norwegian-specific data protection regulations and guidelines.
- » Ensure sustainable and ethical fundraising by training and follow up of qualified fundraisers in accordance with the standards and guidelines set out by [Fundraising Norge](#).
- » Data management is aligned with the tools NRC Flyktinghjelpen has in place: internal data capture solutions need to be used, or data needs to be sent to the endpoint provided, in the required format (Salesforce).
- » Qualified reporting and alignment with donor journey.

NRC Flyktinghjelpen prefers D2D fundraising.

### 3. EXPECTED SERVICES

- » Recruitment of 8,000 – 12,000 new regular donors.
  - A clawback policy to ensure high quality of recruited donors. Ideally, the first three donations of each donor are successful.
  - No invoicing for: incorrect/incomplete data, cancellations before first payment, or duplicate donor records.
  - At least 75% of the donors are over 30 years old.
- » Period of service provision: 2027 – 2029
- » Regular fundraiser training, management, review, and monitoring to assure high quality and appropriate brand representation
- » Assurance of data security compliance in all related matters
- » Close collaboration with NRC Flyktninghjelpen including weekly KPI overview and monthly reviews

### 4. BUDGET AND REMUNERATION

NRC intends to recruit approximately 8,000 – 12,000 validated individual donors. Interested agencies are requested to propose a cost per acquired donor (CPA), including a breakdown of cost components (e.g. cost of staff recruitment, cost of staff, training, materials, technology, etc.).

### 5. CONTRACT

NRC Flyktninghjelpen intends to enter into a service contract for the acquisition of 8,000 – 12,000 validated individual donors per year over a 3-year period (2027 – 2029). The volumes of acquisition per year may be subject to change. Subcontracting is only allowed with NRC Flyktninghjelpen's prior written approval.

The contract will be governed by Norwegian law. NRC Flyktninghjelpen will only process payment for validated donors in line with the agreed terms. The agency must ensure full data protection compliance and refrain from aggressive or misleading fundraising practices. Additionally, legal compliance with local F2F/D2D regulations in a region/city must be guaranteed.

The planned contract period starts in the beginning of 2027. In the event of successful implementation and mutual satisfaction, a long-term cooperation over a three-year period is envisaged.

### 6. PROVISIONAL SCHEDULE

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| » Publication of the RfP:               | 04.06.2026 |
| » Deadline for submission of tenders:   | 15.07.2026 |
| » Selection and conclusion of contract: | 14.08.2026 |
| » Campaign start:                       | 01.01.2027 |

## 7. EVALUATION CRITERIA

The service provider is selected based on the following criteria:

- » Price-performance ratio and cost per donor
- » Quality assurance
- » Relevant experience and references

## 8. REQUIRED DOCUMENTS

- » For the offer
  - Detailed description of the offer including scope of services
  - Financial proposal (cost per donor, total cost, pricing model)
  - Two client references
- » In case of selection/shortlisted:
  - Signed Ethical Standards Declaration
  - Proof of company registration
  - Annual financial statements for the last 2-3 years (if required)
  - Data Protection Statement, confirming compliance with GDPR, data security procedures, and secure data transfer protocols (e.g. SFTP)

## 8. SUBMISSION OF OFFERS

Please submit your proposals in accordance with the requirements detailed above. Complete proposals shall be sent (PDF) to [silje.abrahamsen@nrc.no](mailto:silje.abrahamsen@nrc.no) no later than 8 pm CEST on 15.07.2026.

## 9. ETHICAL REQUIREMENTS

NRC Flyktinghjelpen 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 Flyktinghjelpen's Ethical Standards Declaration. The contracted agency will also ensure ethical and sustainable fundraising activities and practices in accordance with Fundraising Norge's guidelines and standards. 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 Flyktinghjelpen's ethical code and safeguarding standards, they are not eligible.