Call for marketing agency

Purpose of intended collaboration: Marketing services for the Project Funding Platform of the Childhood Cancer International (CCI)

The marketing agency will be responsible to design and develop a marketing strategy for the crowdfunding platform of Childhood Cancer International, and to implement key marketing campaigns.

Estimated start date: 10 June 2024

Estimated period: June to December 2024, with possibility of extension

Background and Purpose of the Project Funding Platform

Childhood Cancer International was founded in 1994, as an umbrella organisation of childhood cancer grassroots and national parent organisations. Today, CCI is the largest patient support organisation for childhood cancer. It is a global, parent-driven non-profit that represents more than 180 parent organisations, childhood cancer survivor associations, childhood cancer support groups, and cancer societies, in over 90 countries, across 6 continents.

CCI is in the process of developing a global crowdfunding platform (Project Funding Platform - PFP), through which CCI member organisations can raise funds for their projects, through a tailor-made platform, dedicated to childhood cancer projects.

The aim of the PFP is to contribute to the global goals of increasing childhood cancer survival rates, by connecting the global community of donors and potential donors, to the local grass-root initiatives in all communities around the world, those where CCI is present. The crowdfunding platform will reduce the financial burden on the organisations, which often represents a barrier in ensuring proper access to treatment and care for childhood cancer patients.

We dream of a world where children with cancer, the survivors and their families, irrespective of where they are, can readily and easily access affordable, quality care from diagnosis to follow-up support.
The role of the marketing agency is to ensure that through relevant and the latest marketing techniques, the goals of PFP are met in an efficient and effective manner. The company is expected to create a marketing strategy, and design and implement marketing campaigns that contribute to the reach of the project KPIs, which can be summarised by: ensuring that projects posted for fundraising are supported by the donors who join our efforts in childhood cancer care.

**Key Deliverables:**

**A. Marketing strategy,** which may include the following items (but not limited to):

1. Market research - to understand the environment of CCI, similar crowdfunding initiatives etc.
2. Strategy development - developed based on the KPIs and target audiences of the platform.
   Some of the strategies may be centred on:
   - content marketing: scheduled content such as blog posts, newsletters, infographics, videos, webinars etc.
   - social media marketing, to engage with your target audience, increase brand awareness, and drive website traffic
   - Search Engine Optimisation, to increase organic traffic and improve visibility, providing clear guidance to the team of developers in charge of the web development of the platform
   - email marketing, to maintain and consolidate relationships with donors and organisations
   - Pay-Per-Click Advertising, to drive traffic on the crowdfunding platform, through targeted advertising
   - public relation, to create a positive publicity of the platform within CCI’s network and beyond, and to engage current and potential stakeholders as ambassadors of the platform
3. Analytics and measurement - of the marketing campaigns’s results, to ensure ongoing improvement of the marketing strategy and ongoing campaigns.

**B. Marketing campaigns,** specifically designed for each target audience:

1. Creative services - including items to be incorporated into the Project Funding Platform (as it is currently under development), in the social media platforms, and use of other tools (video production, content creation) and of pre-existing contexts such as in person events of CCI etc.
2. Digital marketing - SEO, mailing list management and newsletters, advertisements and paid ads management, social media content creation
3. Search Engine Optimisation - to ensure organic traffic on the crowdfunding platform, through (but not exclusively) page speed optimisation, keyword research, and technical SEO in collaboration with the web development team

**Quotes and Proposals:**

We are soliciting quotes from service providers, able to design and develop a marketing strategy customised for CCI’s PFP, and able to design, plan and implement marketing campaigns specific to each identified channel and audience.

Please be advised that the allocated budget fluctuates between 7,000 and 10,000 EUR, contingent upon the proposed approach.
If you wish to quote for this, please submit:
- a proposal describing the approach you would take on creating the marketing strategy and the campaigns, including timeline needed, and collaboration with the CCI team
- a portfolio of your company showcasing relevant projects
- the website, and social media channels of your company
- information regarding costs and fees: a total estimated cost for the services requested, payment terms (what percentage paid at which point), and any other aspects related to the quota and collaboration conditions.

You need to acknowledge and accept that all the campaigns run, data collected, assets designed in relation to the scope of the collaboration, are and shall remain the property of the Childhood Cancer International.

If interested, please submit by email the information requested by 26 May 2024, at midnight Amsterdam time (CET).

All applications submitted will be reviewed, and the applicants respecting the requirements will be contacted for the next steps in the selection process.