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| UNICEF in Belarus |
| **Requirements for Financial Offer** |
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| **Programme:** Communication and Partnerships section, UNICEF Belarus CO |
| **Assignment Title:** **Individual Giving Fundraising Consultant (National, Belarus)** |
| **Purpose of the Assignment:** The consultancy will focus on digital fundraising and donors’ acquisition and retention, preparing all the necessary documents flow and ensuring that fundraising activities are delivered in the most cost-effective way in accordance with UNICEF rules and regulations.  |
| **Supervisor:** Fund Raising Specialist, PSFR Hub  |

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| **Work Assignment Overview** | **Deliverables/ Outputs** | **Delivery deadline** | **Lumpsum fee\* per deliverable per duration (USD)** |
| Preparation and implementation of the Every Day Digital Campaigns  | Campaign is fully implemented (tracking and monitoring and landing pages) | June 28th 2024 |  |
| Preparation and implementation of Children’s Day campaign | Campaign is fully implemented (tracking and monitoring and landing pages) | June 28th 2024 |  |
| Implementation of Children’s Run (within Minsk Half Marathon) activities | Campaign is fully implemented (tracking and monitoring and landing pages) | July 29th 2024 |  |
| Preparation of the campaigns around World Children’s’ Day (Black Friday/Black Weekend, Giving Week) | Campaign is fully implemented (tracking and monitoring and landing pages) | August 27th 2024 |  |
| Preparation of the End Year campaigns  | Campaign is fully implemented (tracking and monitoring and landing pages) | Sept 27th 2024 |  |
| Contribution to the monthly acquisition, retention, and stewardship of pledge donors’ strategy | E-mail marketings and monitoring of the digital campaigns | Sept 27th 2024 |  |
| Monthly and ad hoc reportings and allocations  | Monthly report is delivered | August 27th 2024 |  |
| **TOTAL COST FOR DELIVERABLES (USD):** | **USD …** |
| TRAVEL (if required as per TOR): | USD … |

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| **NOTES\*** |
| Financial proposal should be submitted using the financial offer template and must:* Reflect the costs per each deliverable and the total lump-sum for the whole assignment period (in US$) to undertake the terms of reference.
* Include travel costs and daily subsistence allowance, if internationally recruited or travel is required as per TOR. Consultants are responsible for arranging their own transportation arrangements. UNICEF can provide office vehicle for some duty travel missions with prior agreement as per monthly travel plan approved by the supervisor.
* Include any other costs: visa, health insurance, payment of an incidental expenditure (such as bank charges, insurances, etc.) and living costs as applicable.
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