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| UNICEF in Belarus |
| **Requirements for Financial Offer** |
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| **Programme:** Partnerships section, UNICEF Belarus CO |
| **Assignment Title:** Donor Engagement Consultant (National, Belarus) |
| **Purpose of the Assignment:** The Consultancy will focus on fundraising and donor engagement activities, becoming a key focal point between the CO and the established ECARO PSFR Hub in terms of preparation and localization of visuals and fundraising assets for IG campaigns, as well and preparing accurate reporting of results and donor-related data. |
| **Supervisor:** Partnerships & Advocacy Officer, UNICEF Belarus |

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| **Work Assignment Overview** | **Deliverables/ Outputs** | **Delivery deadline** | **Lumpsum fee\* per deliverable per duration (USD)** |
| Support in preparation digital fundraising assets for the Cluster targeting Belarus and placement relevant pages on unicef.org/belarus  | Digital fundraising assets are prepared and coordinated with Comms Specialist and PSFR Cluster. Pages with relevant information are placed on unicef.org/belarus | 13 March 2025 | USD …  |
| Supporting the CO Partnerships Team in preparation and organization of the Open consultations between adolescents & business | The event is organized around 20 November 2024 (WCD). At least 4 business partners are engaged as the panel speakers. | 30 November 2024 | USD …  |
| Compilation of the data base; preparation and dissemination of a newsletters and media packs for donors, employees and clients of corporate partners within the framework of Mental Health month, World Children’s Day, New Year | At least 3 tailored media packages are prepared and disseminated to donors (including the use of MailJet tool). | 13 March 2025 | USD …  |
| Contributing to the development of proposals and customer fundraising models for corporate partners (21 vek.by, Priorbank, BelVEB Bank, Oz.by) | At least 2 customer fundraising campaigns are launched with the business partners. | 13 March 2025 | USD …  |
| Preparation of the monthly allocation report | Monthly analysis of the UNICEF banking statements and distribution of funds by channels; monthly allocation reports are prepared and sent to the focal point. | 13 March 2025 | USD …  |
| Communication with individual donors regarding the return of an erroneous donation, and with local payment services in case of problems with donations | Monthly communication with individual donors, tracking in the system, preparation of the documents for the banking return.  | 13 March 2025 | USD …  |
| Support of the CO in preparation and organization of the donor engagement events  | At least 2 offline donor engagement events are supported. | 13 March 2025 | USD …  |
| Engagement of S4D partners: logistical and coordination support of S4D events (BATE, Football Federation) | At least 1 S4D event are organized. | 13 March 2025 | USD …  |
| ***Total costs for deliverables:*** | ***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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