

# Call for Expression of Interest: Digital Donor Visibility & Resource Mobilization Campaign

## Vi Agroforestry – Seeking Service Provider for Donor-Focused Digital Campaign

**Issued by:** Vi Agroforestry

**Date:** 01/10/2025

**Reference:** Vi A COMMS 202509

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### 1. Introduction and Background

Vi Agroforestry invites qualified organizations and consultants to submit an Expression of Interest (EOI) to design and deliver a digital campaign aimed at increasing visibility and engagement among institutional donors. The campaign will run from late 2026, focusing on climate resilience, gender-inclusive agroforestry, and smallholder farmer impact. **Detailed TOR will be provided to the shortlisted service providers for submission of detailed proposals.**

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### 2. Desired Outcomes

- Increase donor awareness of Vi's unique value proposition.
- Drive measurable engagement from donors
  - Increase the **conversion rate** from leads to proposals to funding.

Vi Agroforestry

**Postal Address:** Vi Agroforestry, P.O Box 2197-00606 SARIT CENTRE, 00100 Nairobi, Kenya  
**Visiting Address:** Ikigai, Westlands, Peponi Road

**Phone:** +254768 765 948  
**Web:** [www.viagroforestry.org](http://www.viagroforestry.org)

## Success Metrics

- Donor engagement – such as secured meetings.
  - Increase in donor-linked website traffic.
  - Media placements
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## 3. Scope of Work

The service provider will develop and implement a **donor-centric content strategy** and collaborate with Vi Agroforestry to align messaging.

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## 4. Expression of Interest Submission Requirements

### A. Mandatory Documents

1. **Company/Team Profile** (max 2 pages):
  - Legal name, registration, and physical address.
  - LinkedIn profiles/CVs of key team members.
2. **Relevant Experience** (max 3 pages):
  - **Two case studies** of similar donor-focused campaigns.
  - Client references (contactable).
3. **High-Level Approach** (max 1 page):
  - How you would achieve the stated outcomes. (To protect intellectual property at this EOI stage, provide an overview *without* detailed information).

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## B. Evaluation Criteria

The procurement process will shortlist the EOIs submitted to proceed to the next stage of the procurement process.

Criteria	Weight
Proven donor campaign experience	40%
Team expertise (digital + development sectors)	30%
Innovation, & utilization of AI & technology	20%
Local presence (East Africa/Sweden)	10%

## 5. Timeline & Process

- **EOI Deadline:** 31st October 2025
- **Note:** *Shortlisted firms will receive an invitation to submit their detailed proposal with a **confidential detailed TOR**. Shortlisted firms will be required to sign mutual Non-Disclosure Agreement (NDA) for purpose of protecting intellectual property of both parties (bidding firm and Vi Agroforestry).*

## 6. Submission Instructions

Submit to: [procurement.roea@viagroforestry.org](mailto:procurement.roea@viagroforestry.org)

Subject Line: "DIGITAL CAMPAIGN 2025"

Extended Deadline: 31st October 2025

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