

Request for Proposals (RFP)

Digital Media and Public Relations (PR) Services for Habitat for Humanity India's Flagship Fundraiser Event

About Habitat for Humanity India:

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity India began in 1983 as a grassroots effort. The housing organisation has since grown to become a leading housing nonprofit that has helped over 57,000 underprivileged families in India build or improve a place they can call home. Through its housing, WASH (Water, Sanitation, and Hygiene) and disaster risk reduction and response programmes, Habitat for Humanity India has positively impacted the lives of more than 3.6 million people. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower. To learn more, donate or volunteer, visit www.habitatindia.org

Background:

Habitat for Humanity India is hosting a flagship event on 7th November 2025 in Mumbai to commemorate major milestones in its journey of impact:

- 42 years of building homes, communities and hope in India (1983 – till date)
- 20 years of the IndiaBuilds Advisory Committee (IBAC) — a visionary leadership collective established in 2005 to mobilise global leaders and partners in support of Habitat's mission.
- A defining moment in this journey was the Jimmy and Rosalynn Carter Work Project in 2006, held in Lonavala, which brought global attention to the housing crisis in India and catalysed transformative change on the ground. That legacy continues to inspire our work today.

The 2025 Gala is a celebration of this legacy — and a call to action for the future. The evening will bring together senior business leaders, global stakeholders, philanthropic partners, and celebrity champions of our cause. The event will be preceded by a Volunteer Build on 6th November and Habitat for Humanity's Asia-Pacific Development Council (APDC) Meeting on the morning of 7th November 2025

This flagship gathering is designed to:

- Raise awareness about the importance of housing as a foundation for dignity and opportunity
- Enhance brand visibility and recall for Habitat in India
- Mobilise critical resources to expand our impact in the years to come

By combining the spirit of volunteerism, strategic partnerships, and compelling storytelling, the event aims to both honour our journey and chart the course ahead — building the future, brick by brick.

About the IndiaBuilds Advisory Committee

The IndiaBuilds Advisory Committee is a strategic leadership body formed by Habitat for Humanity India to guide and amplify its efforts in addressing the housing needs of vulnerable communities across the country. Comprising distinguished leaders from India's corporate, financial and philanthropic sectors, the committee plays a critical role in shaping our long-term vision, driving resource mobilisation and forging influential partnerships. For more information, visit: <https://habitatindia.org/team/>

About the Asia-Pacific Development Council (APDC)

The Asia-Pacific Development Council (APDC) is a distinguished body of senior business leaders, philanthropists and changemakers who are deeply committed to Habitat for Humanity's mission of building a world where everyone has a decent place to live. The Council plays a pivotal role in advancing Habitat's work across the Asia-Pacific region by offering strategic guidance, mobilising resources and advocating for sustainable housing solutions.

The Big Idea: Brick-Aid Digital Fundraising Campaign

As we celebrate 42 years of impact and 20 years of the IndiaBuilds movement, Habitat for Humanity India is launching Brick-Aid, a compelling digital giving campaign that taps into our legacy of giving, volunteerism and impact.

What is Brick-Aid?

- Brick-Aid is a virtual fundraising campaign where individuals can symbolically 'donate a brick' to help build homes for families in need. Each virtual brick will move people's hands and hearts. Every contribution brings us closer to our mission of building a world where everyone has a decent place to live.
- Supporters of Habitat — including donors, volunteers — can be invited to donate at least one brick.
- Participants are encouraged to nominate or challenge friends or family members to donate —creating a ripple effect through a peer-to-peer giving model (multi-level fundraising).
- All donations will be tracked and visualized in a digital house which will be completed and unveiled during the event on 7th November. Each donor's brick appearing with their name or message.

Why Now?

- A moment of nostalgia and recommitment, marking decades of impact.
- An opportunity to engage alumni, volunteers and long-time champions in a powerful act of solidarity and storytelling and thereby cultivate new champions of housing and Habitat.
- A new-age, shareable and emotionally resonant fundraising model, driven by community, not just individual giving.

Objectives

- The agency must elevate Habitat for Humanity India's brand as a leading voice in housing, resilience and community development by crafting a unified campaign experience across platforms and touchpoints.
- Reinvigorate supporters of the past, present and future.
- Mobilise resources to advance Habitat's work.
- Drive engagement via the Brick-Aid campaign across digital and social media.
- Amplify visibility through strategic PR and media partnerships and build excitement leading up to the Gala.
- Build credibility.
- Create a digital and creative legacy

Key Deliverables

1. Digital Campaign – Brick-Aid

- Develop the strategy, visual identity, messaging and execution plan. (digital-first, visually bold and emotionally resonant).
- Create a microsite or web module for virtual brick donations (integrated into Habitat India's website).
- Lead influencer and alumni challenge model for virality.
- Create shareable content: videos, reels, static posts, motion graphics, stories. Prepare visual boards, sample creatives and tone guides for all content formats.
- Run performance marketing and organic engagement campaigns.
- Integrate peer-to-peer storytelling elements.

2. PR and Media Partnership

- Onboard a mainstream media partner for event visibility.
- Secure coverage in top-tier national publications and digital news outlets.
- Arrange for broadcast of the Gala's panel discussion on a mainstream TV channel.
- Draft and distribute press releases and media kits pre and post-event.

3. Coffee Table Book (Print + Digital)

Design and layout a commemorative coffee table book featuring:

- Habitat's 40-year legacy
- 20 years of IBAC milestones and supporters
- Key milestones such as *The 2006 Jimmy and Rosalynn Carter Work Project*.
- Volunteer stories, impact photos and archival material.
- Collaborate with Habitat's team on sourcing and curating content.

4. A 3-Minute Brand Film

Conceptualise, script and produce a film that captures:

- Habitat's 40-year journey
- The power of partnerships and volunteerism
- The vision for the future
- Premiere at the Gala; usable in future donor presentations

5. Social Media Engagement

- Position the event as a legacy moment for the next phase of Habitat India's journey.
- Ensure real-time storytelling, social media and PR coverage of the volunteer build, gala, including panel discussions, capturing and packaging iconic event moments.
- Push celebratory content: quotes, reels, media features, bytes with supporters.
- Telecast/stream panel discussions and keynote addresses on digital platforms.
- Coordinate a vibrant and consistent event narrative across social platforms.
- Post-event highlight reel and campaign closure
- Provide a comprehensive report on campaign outcomes: reach, engagement, conversions and donor profiles.

Target Audience

- Corporate leaders
- Current and potential donors
- Past and current volunteers (domestic and international)
- Individual donors and philanthropists
- Influencers, social impact enthusiasts
- Media, development professionals and sector partners

Tone and Visual Style

- In adherence with Habitat for Humanity's brand guidelines.
- Reflective and celebratory.
- Aspirational with grassroots authenticity.
- Volunteer-focused, people-driven, mission-aligned.

Timelines

Sr. No.	Milestone	Deadline
1	Final Agency Selection	31 st July 2025
2	Brick-Aid Launch	As per the strategy and execution plan developed by the agency.
3	Coffee Table Book Final	October 15, 2025
4	Brand Film Delivery	October 20, 2025
5	Gala Digital + PR Push	Oct–Nov 2025

Proposal Requirements

Please include:

- Agency profile and relevant experience (digital + PR).
- Case studies showcasing proven impact and success.
- Strategic and creative approach for all 5 deliverables.
- Team structure
- Timeline with milestones
- Detailed itemised budget with fee and third-party costs
- 2–3 client references (preferably from NGOs, CSR campaigns or global events)

Agency Requirements

- Proven experience in digital media and public relations, with a strong portfolio in high-profile events.
- Demonstrated success in fundraising campaigns, influencer-led campaigns, viral campaigns and media relations.
- Creative and strategic thinking with strong visual and copy development capacity.
- Strong capacity to deliver audio-visual communications.
- Capacity to design and develop coffee table books
- Experience managing events with 360° digital coverage, high-value PR placements and storytelling for social impact.
- Ability to work closely with Habitat's internal teams and event stakeholders, with clear timelines and adaptability.

Timeline for submission of proposal: Submit your proposals at eprocurement-habitat@habitatindia.org by 21st July 2025.

Transparency/code of conduct: You will be governed by the code of conduct and the expectations of Habitat India while representing the organisation in coordination and field visits.

Safeguarding: The consultant and the field staff engaged in the project must adhere to the safeguarding code of conduct in both their professional and personal lives, which includes doing "NO HARM" to vulnerable children and adults, whether directly or indirectly, intentionally, or unintentionally, knowingly, or unknowingly. Each employee must take proactive steps to prevent, respond to, and report safeguarding-related risks and concerns by extending support and encouraging a "SPEAK UP" culture using the established reporting system. Any breaches would invite immediate disciplinary action, including the termination of the contract.

The following steps are part of safe-guarding related screening:

- Submission of the signed code of conduct.
- A self-declaration stating that they have no involvement, past or present, in any case of any form of abuse against any child or adult.

Relationship: During the term of your association with Habitat India, you shall perform your services in the capacity as an independent consultant and shall have no claims/benefits or entitlements that an employee of Habitat India shall be entitled to.

Reporting: The consultant will report to Ritwik Sawant, Director – Communications, Habitat for Humanity India.

Travel and accommodation terms:

The service provider vendor will be responsible for arranging their own travel, accommodation, and meals.

Pre-Closure or termination: The consultancy can be pre-closed or terminated mutually by providing written notice of 30 days by either party, without assigning any reasons in writing for such pre-closure or termination. On pre-closure or termination of the agreement all the materials, documents in your possession will be returned to Habitat India. Subsequent to the termination, you shall refrain from holding yourself out as a representative of Habitat India, in any manner whatsoever.

Non-disparagement: You shall not make any communication or engage in any conduct that could be in any way construed as disparaging of Habitat India.

Dispute Resolution Clause:

In the event of any dispute arising out of this engagement, the parties agree to first attempt to resolve the matter through mutual discussion. If mutual discussions fail, the dispute shall be referred to mediation. Should mediation also fail to resolve the dispute, the matter shall then be referred to arbitration under the rules of the Indian Arbitration and Conciliation Act, 1996. The arbitration shall be conducted before a sole arbitrator mutually appointed by the parties. The venue for arbitration shall be Mumbai, Maharashtra. The decision of the arbitrator shall be final and binding on the parties. If the parties are unable to reach a mutually acceptable settlement through arbitration, the courts in Mumbai, Maharashtra shall have exclusive jurisdiction to resolve the matter.

General terms:

- Habitat India shall be entitled to terminate this engagement with immediate effect in the event that it is of the opinion that the consultant has acted in breach of the terms contained herein.
- The consultant shall indemnify Habitat India, against all losses, liabilities, actions, claims, proceedings, damages, penalties, demands, costs, or expenses arising out of the breach of any of the obligations, warranty or covenants contained in these Terms of Reference or any loss on account of fraud.
- The present engagement shall be governed by the laws in force in India.
- The consultant shall not be entitled to assign the obligations under this RFP to any person without receiving the prior permission of Habitat India in writing.

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