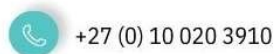


**ZA DOMAIN NAME AUTHORITY
REQUEST FOR PROPOSAL (RFP) PROVISIONING OF DONOR SOURCING AND
MANAGEMENT SERVICES FOR THE .ZA PROGRAMMES**

REQUEST FOR PROPOSAL

RFQ Number: RFPZA2023/07(2)

RFP Number	RFPZA2023/07(2)
Re-Issue date	07 March 2024
RFP Scope	Provisioning of Donor sourcing and management services for the . ZA Programs.
Non-compulsory Briefing Session	N/A
Closing date for submission	25 March 2024
Physical Address	72 New Rd, Glen Austin AH, Midrand, 1685
Enquiries	ZADNA Finance Email: zadnafinance@zadna.org.za



PURPOSE

The .ZA Domain Name Authority (ZADNA) seeks to commission capable and results-oriented service provider/s whose primary focus will be sourcing and securing funds for multiple programmes. The service provider/s will be responsible for cultivating long-term relationships with designated donors, developing a fundraising model, identifying potential new donors and developing prospects per donor segment.

1. INTRODUCTION

The .za Domain Name Authority (.ZADNA) is a not-for-profit organisation that manages and regulates the .za namespace. .ZADNA is accountable to the South African Department of Communications and Digital Technologies.

.ZADNA is established in terms of section 59 of the Electronic Communications and Transaction Act, 2002 (Act 25 of 2002) (ECTA). .ZADNA is committed to promoting a secure and accessible digital environment for all South Africans and achieves this through its mandate, as detailed in Section 65 of ECTA.

.ZADNA's functions can be summed as follows:

- a) Management and administration of the .ZA namespace;
- b) .ZA policy, licensing and regulation;
- c) Monitoring and compliance;
- d) Domain name awareness and education;
- e) Research and development; and
- f) Making relevant policy recommendations to the Minister.

1.1. Additional non-ECT Act Responsibilities

In addition to the statutory responsibilities, ZADNA is usually expected and sometimes required to assume secondary responsibilities associated with the domain name industry and the Internet community. These are:

1.1.1.dotCities

ZADNA oversees the operation and policy setting for the ZACR-operated dotJoburg, dotDurban and dotCapeTown (dotCities) launched in 2014. The ICT Policy White Paper has entrenched ZADNA's dotCities role as it stipulates that the domain name regulator must now endorse and manage current and future dotCities.

1.1.2.Internet Governance

ZADNA participates actively within ICANN processes that relate directly to the DNS. This is because of the

strong linkages between regulating a ccTLD.ZA (a ZADNA function) and developing policy for the DNS (an ICANN function).

.ZADNA also participates in the African Top Level Domain (AfTLD), African Network Information Centre (AfriNIC) and the United Nations' Internet Governance Forum (IGF).

1.1.3. South African Internet Governance Forum (ZAIGF)

ZADNA serves as the Secretariat of the South African Internet Governance Forum, which assumes the responsibility of convening the ZAIGF annually in conjunction with the Department of Communications and Digital Technologies and other stakeholders.

2. SCOPE OF WORK

The RFP specifications are detailed below, and the evaluation process will be based on the criteria set out in section 8 (evaluation process and criteria). All RFPs are to be submitted in a format specified in this document.

The fundraising service provider/s will be required to provide the following services as a minimum requirement:

2.1. Funding and Financing Strategy

- 2.1.1. Identify eligible and innovative funding and financing solutions and strategies for .ZADNA. This includes the identification of possible revenue streams, available grants, donors, benefactors, partnerships and patrons.
- 2.1.2. Develop compelling proposals and presentations customized to potential donor's interests and priorities.
- 2.1.3. Present the Funding Strategy to the .ZADNA Executive Management (EXCO) and support the EXCO in seeking approval and support of the strategy from the Board of Directors and its delegated Committees.

2.2. Funders and stakeholder identification

- 2.2.1. Identify potential funders and donors, nationally and internationally, including the public and private sector donor and grant funding market.

2.3. Fundraising plan and fundraising campaign

- 2.3.1. Develop a fundraising action plan, including a donor management plan and a list of potential funders to be engaged. This should include:
- 2.3.2. Defining the objectives and approach to fundraising in line with .ZADNA vision and its strategic plan and amendments to this strategy and vision;
- 2.3.3. Developing a detailed project implementation plan with milestones;
- 2.3.4. Determining realistic fundraising goals and stating how much capital can realistically be raised for each proposed funding option and detailed timeframes for each option;

- 2.3.5. Facilitating funding-related engagements between .ZADNA and potential funders and donors;
- 2.3.6. Providing monthly progress reports and quarterly reports on the work completed or as required by .ZADNA;
- 2.3.7. Developing funding proposals in consultation with .ZADNA EXCO or Delegated Official(s) and according to the requirements of the appropriate funding authority, upon approval of the fundraising plan; and
- 2.3.8. Developing and submitting proposals and applications to prospective funders and donors and assisting with deal structuring and execution of the funding option in line with .ZADNA's vision, programme needs and priorities.
- 2.3.9. ***Based on our operations and programmes, the funding required by the .ZADNA over the 36 months is anticipated to be R50-R180 million.***

3. EXPECTED DELIVERABLES

- 3.1. The Fundraising Service Provider(s) is expected to deliver the following:
 - 3.1.1. Develop and submit Funding and financing Strategy;
 - 3.1.2. Develop and present a Fundraising Action Plan;
 - 3.1.3. Develop a donor database:
 - i. A list of local and international organisations, government agencies, and private sector organisations that may be interested in supporting .ZADNA mission; and
 - ii. A list of funding opportunities, outlining priorities according to the best possible match in accordance with the scope of future independence of the organisation's activities and donor interests.
- 3.2. Results of soft market testing;
- 3.3. Achieve a target of at least R20 million of funding received by the .ZADNA for its operations programmes within the first 12 months;
- 3.4. Partnership agreements and MOUs with entities or partners interested in the activities and mandate of the .ZADNA and who can provide funding for the sustainability of the .ZADNA; and
- 3.5. Framework for project proposal/grant applications for specific funding sources for the future operations of the .ZADNA and its programmes.
- 3.6. Collaborate with .ZADNA's marketing and communications department in developing funding materials and documentation.

4. PROJECT TIMELINES

- 4.1. The Bidder must outline the deliverables and associated timelines.

5. BACKGROUND DOCUMENTATION AND PREPARATORY WORK

5.1. The successful Bidder will have to become familiar with all background documentation and preparatory work conducted to date and shall be responsible for carrying out initial reviews that are deemed necessary for the successful completion of the project, including, but not limited to:

- 5.1.1. The existing MoUs, MoAs and studies necessary to become familiar with the projects;
- 5.1.2. The .ZADNA 5-year strategic plan and all relevant current reports;
- 5.1.3. .ZADNA Annual Reports; and
- 5.1.4. Any other documents as deemed appropriate.

6. SUBMISSION REQUIREMENTS

6.1. Bidders should provide the following items as part of the proposal for consideration:

6.1.1. BIDDER'S PROPOSAL ON APPROACH AND METHODOLOGY

- i. Provide an executive summary which describes the services that will be provided and how the Service Provider(s) will address the needs, objectives and requirements outlined in the Scope of Work;
- ii. This response should include a detailed description of the approach or plan. The detailed plan shall focus on the methodology used for the management and execution of the required services. The plan should demonstrate an overall understanding of the Scope of Work to be performed and will be judged on clarity, comprehensiveness and presentation of materials in a thorough, concise format;
- iii. Demonstrable understanding of the proposed Centre activities and programmes and beneficiary communities; and an ability to interpret this understanding and knowledge into effective fundraising communications;
- iv. Demonstrate knowledge of the national and international donor and grant market available for the various initiatives;
- v. Demonstrable knowledge and understanding of the critical stakeholders in the ICT, Technology, Internet and Skills and Knowledge Development market in South Africa, Continental and Globally, the Legislative framework, and applicable legislation;
- vi. Provide samples of fundraising material, including a sample of a fundraising plan and progress reports;
- vii. Provide a timeframe for the fundraising campaign; and
- viii. Describe the policies and procedures that validate that a high level of confidentiality is maintained and will comply with the .ZADNA is required to protect the privacy of its donors.

6.1.2. BIDDER'S EXPERIENCE AND REFERENCES

- i. Description of experience and success in raising different sources of funding, including grant funding, donations, equity and loan capital and any other funds for infrastructure development;
- ii. Provide a schedule of past and current successful similar fundraising services. Experience in raising funds from international donors or grants will be an added advantage;

- iii. Provide a list of client references of institutions which demonstrate experience in providing services similar to the scope required by this RFP. References shall include date and description of service, term of agreement, organisation's name, contact person, title, address and telephone number; and

6.1.3. BIDDER'S RESOURCES

- i. Provide a list of staff who will be assigned to support the .ZADNA in aspects relating to this project. For each individual, include previous experience and percentage of time expected to be devoted to this project and in what roles.

6.1.4 COMPULSORY REQUIRED DOCUMENTS

- ii. CIPC registration documents
- iii. Tax Compliance
- iv. Detailed Company profile.
- v. Five contactable references in the same scope of work.
- vi. Pricing Schedule
- vii. Declaration of Interest for Key Management in the organisation

7. PRICING PROPOSAL

7.1. Provide cost proposal commensurate with proposed services, based on a success fee basis.

8. FUNCTIONAL EVALUATION CRITERIA

8.1. .ZADNA will apply a multi-criteria approach in evaluating the prospective submissions. It is envisaged that the below-mentioned criteria will, amongst others, form the basis of the tender evaluation.

8.2. ELIMINATION CRITERIA

8.2.1. Proposals will be eliminated under the following conditions:

- i. Non-attendance of the compulsory briefing session;
- ii. Submission after the deadline;
- iii. Submission of incomplete documentation; and
- iv. Proposals submitted physically.

8.3. FUNCTIONALITY EVALUATION CRITERIA FOR FINANCIAL ADVISORY SERVICES

8.3.1. The evaluation of the functional/technical detail of the proposal will be based on the following criteria: Item Evaluation Criteria Weight.

Item	Evaluation Criteria	Weight
1	<p>BIDDER'S CAPABILITY – EXPERIENCE AND REFERENCE Bidders will be evaluated on their experience in providing fundraising services of similar scope projects, including references from past similar projects. As detailed in the Scope of Work</p>	50

2	BIDDER'S CAPACITY Bidders will be evaluated on the demonstrable capacity to raise funds. Bidders must provide a list of resources and a staffing plan with CVs highlighting the expertise of the personnel to be assigned to the project.	30
3	BIDDER'S PROPOSAL Bidders will be evaluated on their demonstrable understanding of the assignment and methodology for developing and undertaking the fundraising plan by presenting to .ZADNA Officials.	20
TOTAL		100

8.3.2. The Bidder shall prepare for a possible presentation and be notified no later than 4 (four) business days before the presentation date.

8.3.3. Proposals with functionality/technical points of less than the pre-determined minimum overall percentage of 70% and less than 50% on any individual criteria will be eliminated from further evaluation.