



Terms of Reference (ToR)

For Design of Social Media Donation Posts and Illustrated Souvenir Items for BDRCS Fundraising Campaigns

1. **About BDRCS**

The Bangladesh Red Crescent Society (also abbreviated as BDRCS) is a leading humanitarian organization and an auxiliary to the Government of Bangladesh, part of the world's largest humanitarian non-governmental organization, the International Red Cross and Red Crescent Movement. It was established in 1973 as the Bangladesh Red Cross Society through the President's Order 26. It changed its name to Bangladesh Red Crescent Society in 1988. It has its headquarters in Dhaka and has 68 Units/branches. Apart from being a leading humanitarian organization, BDRCS supports the most vulnerable communities in strengthening their resilience to all kinds of shocks and disasters. It is acknowledged as a highly credible national organization through its involvement, particularly in the domains of health and disaster management.

2. **Background**

The Bangladesh Red Crescent Society (BDRCS) is the country's foremost humanitarian organization, dedicated to disaster response, health services, and community resilience. As part of its ongoing fundraising efforts, the BDRCS Fundraising Department aims to produce high-quality social media content and creative souvenir items that visually represent its impact and values.

To support this initiative, BDRCS is seeking to engage a **qualified creative agency** for:

1. Monthly social media donation post design and advertisement boosting management
2. Development of illustration-based souvenir designs for printing on branded gifts and campaign items

3. **Objectives**

- Increase public engagement and donations through visually engaging social media content
- Promote BDRCS's humanitarian identity through creative, illustrated souvenir items
- Ensure high-quality, consistent branding across digital and physical promotional materials



4. Scope of Work

A. Social Media Donation Post Design and Boosting

- **Design 4 posts per month:**
 - 2 static image posts
 - 2 dynamic/animated posts (short videos or motion graphics)
 - **Boosting Management:**
 - The agency will manage **monthly social media ad boosting worth a minimum of USD 200**, using their **own credit card**.
 - Ensure **appropriate targeting, placement, and reporting** as per instructions from BDRCS.
 - Platforms: Primarily Facebook, LinkedIn, and Instagram.
- Boosting will continue monthly until December 2025**

B. Souvenir Item Illustration Design

- Design original, print-ready illustrations for the following souvenir items:
 - Flower Vase
 - Full Plate
 - Coffee Mug
 - Tea Cup and Saucer
 - T-shirt
 - Notepad
 - Folder
 - Jute Bag
 - Shopping Bag

Each design must:

- Represent BDRCS's humanitarian work (disaster response, health, community service, climate action, etc.)
- Be original, illustration-based artwork, suitable for printing
- Be adaptable to the size and shape of the respective item
- Include mockups for review and print-ready files

All final designs must be submitted within 30 calendar days from contract signing.

5. Deliverables

Category	Deliverables
Social media	<ul style="list-style-type: none">- 4 posts/month (2 static + 2 dynamic / motion)- Editable design files (.psd/.ai/.ae)- Monthly boosting and performance report- Ad targeting plan and visuals



Souvenir Designs	<ul style="list-style-type: none"> - 9 high-quality, illustration-based print designs - Vector and print-ready files (.ai/.eps/.pdf) - Mockup previews for each item - Editable source files
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6. Timeline

Activity	Timeline
Social Media Post Delivery	Ongoing, monthly until December 2025
Social Media Boosting	Monthly until December 2025
Souvenir Item Design Submission	Within 30 days of contract signing

7. Technical Requirements

- **Illustrations** must be original, high-resolution (minimum 300 DPI), vector-based
- **Social Media Posts** optimized for mobile (1:1 or 4:5 for static, under 30s for animated), ready for Facebook & Instagram
- **Boosting** must follow ethical, non-political targeting practices with detailed ad spend reports submitted monthly

8. Required Qualifications (Agencies Only)

- Registered design/advertising/branding agency with valid documents (Trade License, VAT, TIN)
- Minimum 02 years' experience in creative design, social media content, and branding
- Portfolio showing past work with NGOs, development campaigns, or CSR projects
- In-house capability for illustration, motion design, and ad management
- Expertise in Adobe Illustrator, Photoshop, and After Effects (or equivalent tools)

9. Evaluation Criteria:

Technical Proposal (Mark 60%)
Creativity and visual storytelling
Capacity for ad management
Experience in INGO/Govt/CSR campaign experience
Understanding of BDRCS's mission and visual branding
Interview (Marks 10%)
<ul style="list-style-type: none"> ▪ Relevant Social Media Content Portfolio ▪ Illustration based Work Samples (EPS/AI Files)



▪ Social Media ad campaign Report
Financial Proposal (Mark 30%)
▪ Detailed budget ▪ Any other expenditure (please mention the nature of expenditure) ▪ Total amount

10. Payment Modalities

Social media: Payment will be made within 10 Working days of the billing Month

Souvenir Designs: Payment will be made after 10 Working days successful completion of the designs.

VAT and tax shall be deducted per Bangladesh Government rules during payment settlement. The payment shall be made in the bank account below.

Account name:

Account #

Bank Name:

SWIFT Code

11. Ethical Compliance and Ownership

- All artwork, designs, and content developed under this contract will remain the intellectual property of BDRCS
- The agency must follow BDRCS branding guidelines and humanitarian ethics in all design work
- No content may be repurposed or reused without written approval from BDRCS

12. Contractual Agreements

Upon selection, a formal Contract/Work Order will be established between BDRCS and the service provider, outlining the terms and conditions of the engagement, including deliverables, timelines, payment arrangements, and intellectual property rights.

13. Submission of Proposals:

Proposal will be evaluated **Technically & Financially**, and proposal must be submitted with technical offer and financial offer in 2 separate sealed envelopes marking on envelope with title (Technical or Financial) respectively. Both envelopes will be put in a bigger envelope with the name of addressee/PRAPAK and title: "For Design of Social Media Donation Posts and Illustrated Souvenir Items for BDRCS Fundraising Campaigns"

Financial offers will be opened only for the technically qualified bidders/Firms.



Technical proposals should include a detailed work plan, methodology, team composition, and relevant experience, work sample. Additionally, attach CVs of the team members involved and examples of previous work in success story documentation and video production.

Financial proposals should provide a breakdown of costs, including applicable taxes and fees. Please also submit TIN, BIN, Trade License etc.

14. Please Submit Hard Copy Documents to Below Address

Director, Logistics.

BDRCS Logistic Department, National Headquarters

684-686, Red Crescent Sarak, Bara Maghbazar, Dhaka 1217

by **18 September 2025. before 3.00 pm.**

Disclaimer and Penalty Clauses

BDRCS reserves the right to accept or reject any or all proposals/applications without assigning any reason. All decisions made by BDRCS regarding the selection of the service provider will be final and binding. In case of failure to produce the deliverables (due to technical difficulties, unavoidable situation, etc.) within the due period, the service provider must inform BDRCS in advance or immediately with justification. Otherwise, a penalty of 0.2% of the total contract amount will be charged per day. If the supplier failed to complete the work, services and delivery of materials/items after 15 working days of the delayed delivery period without any valid and well-determined reason (subject to BDRCS management approval), the contract will be void and null.

For Any query(s) Pls call or Email:

01683-855-583

fund.raising@bdracs.org