



REQUEST FOR PROPOSAL

Consultancy: Writing a case for support for the World YWCA; an iterative process with World YWCA, and requiring logical and inspired coalescence of various content for a persuasive document

Terms of Reference

Purpose of the consultancy

To write a case for support for World YWCA to primarily use in fundraising, friend-raising and in establishing strategic partners/collaborations. The case for support would also be used internally to the World YWCA to socialize the reality of/status/direction/vision of World YWCA, as the secretariat/hub/touchstone of the global YWCA movement.

- The final product would be a long-form case for support, that can be adapted, truncated, expanded upon, etc. as needed, for the two primary uses listed above
- The case for support would reflect an already established World YWCA strategic framework, Theory of Change for Goal 2035, and other boilerplate language
- It would also integrate key INGO, CSO, women's rights data points, to make the case for support as strong, legitimate, and relevant as possible
- The individual(s) doing this work would be interacting directly with the General Secretary of World YWCA as the primary point of contact, for direction, for discussion, for review, etc.
- The process will be iterative and require that the consultant seek ideas and information from the General Secretary, and possibly other World YWCA stakeholders, that may not exist in writing, with an intent to include such information in the case for support.
- The process will require more than cut and pasting of various texts, and will require critical thinking and ideation.
- The consultant must be an excellent writer, able to read or hear ideas, process those ideas, and produce an accessible and sophisticated publication, with a persuasive voice.

Requirements of the consultancy

- This is a remote consultancy given the context of COVID-19 and associated travel restrictions. The consultant must work through virtual communication and be proactive in communication.
- The Consultant will work closely with the General Secretary, and possibly interact with other YWCA stakeholders as part of an iterative process. The executive administrative assistant to the General Secretary will assist with scheduling and logistical details.
- The Consultant must have a clear understanding on using *various content*, to create a *persuasive technical document that* is easy to understand, and compelling to the typical reader.
- The Consultant will appropriately cite content, when warranted.
- English is the required language of the consultant, as the first version of a case for support will be published in English.

Outputs



- The Consultant will develop a working plan after an initial consultation with the General Secretary, to subsequently be agreed on. The work plan and associated timeline must include milestones, and opportunities to change course, pivot, etc.
- The Consultant will read and review all shared resources, build in conversation and dialogue with the General Secretary, and perhaps other YWCA stakeholders.
- Before writing, the Consultant will develop a detailed outline for review by World YWCA.

Time requirements

Total number of working days: 5-10, all remote with a high level of virtual engagement. Kindly take into account that the latest date for the final deliverable under this consultancy to be validated by World YWCA is October 31, 2021. The date of October 31, 2021 may be negotiated by either the consultant or World YWCA, but will be decided on at the initiation of a contract.

Proposal to include

- CV of the consultant, or if more than one consultant, each consultant to contribute to the deliverable.
- A short proposal (not more than 2 pages) inclusive of technical and financial elements
- Sample(s) of prior written work
- The consultant should send a narrative and financial proposal either in Word or PDF format to: hresources@worldywca.org, with "Case for Support RFP" in the subject line. World YWCA seeks to reimburse consultants for a fair fee, recognizing the modest budget of the World YWCA.
- Evidence of registration/status as a consultant (independent or working under a company) able to invoice the World YWCA in Switzerland and cover all taxes and legal obligations in the country where they are based/work.
- Two references may be requested at a later date

The deadline for submission of a proposal is Monday, September 20, 2021, 5 pm CET. Questions can be sent to hresources@worldywca.org prior to the submission deadline, with "Case for Support RFP" in the subject line. Responses will be sent within 48 business hours, with the exception of September 9-10.