
REQUEST FOR TENDER (RFT)

Trócaire Maynooth invites tenders for the provision of **Inbound and Outbound Telemarketing Services**. *Renderers' must demonstrate that they have the resources and expertise to supply the goods and/or services*

Tender Release Date: Tuesday 30th June 2026

Deadline for tender submission: Friday 31st July 2026 - 5pm GMT

1. Introduction

Tenders are invited from suppliers who wish to be considered for selection as the supplier of below services and/or goods to Trócaire.

This tender document deals with:

- Section 2: Confidentiality
- Section 3: Profile of Trócaire
- Section 4: Scope of the work
- Section 5: Content and format of Tenders
- Section 6: General Terms and Conditions
- Section 7: Conflict of Interest
- Section 8: Contract Period
- Section 9: Intellectual Property (**for services contracts**)
- Section 10: Termination of Contract
- Section 11: Evaluation of Tenders
- Section 12: Submission of Tenders

2. Confidentiality

Trócaire will treat the content of all tenders as strictly confidential, and information provided in the tenders will be used solely for the purpose of deciding on the award of a contract as described in this document.

3. Profile of Trócaire

Trócaire is an International NGO. We work with local partners in the world's most at-risk communities and with people in Ireland to tackle the underlying causes of poverty and injustice and respond to the crises they create. Together we bring about positive and lasting change for a just world. Trócaire works in up to 20 countries across Africa, Asia, Latin America and the Middle East. With the support of the generous people of Ireland, we work towards five goals:

- Promote Access to Justice;
- Achieve Climate & Environmental Justice;
- Ensure Women & Girls' Protection, Voice & Influence;
- Save Lives and Protect Human Dignity
- Mobilise the Public on the island of Ireland to achieve Global Justice.

More information about Trócaire can be found on www.trocaire.org

4. Scope of goods and services required

Trócaire requires services for **inbound and outbound telemarketing** to provide a highly professional service in both execution and administration, across a range of campaigns, and in a manner that meets the business needs of the organisation within the specific campaign parameters and budget.

Trócaire works in partnership with communities in the global south to support their efforts to improve their lives, meet their basic needs and ensure their human dignity. A close and continuing relationship with our donors is essential in enabling this vital support. The successful third party must understand the level of trust and responsibility they are being asked to undertake in frontline interactions with our loyal and committed donors who are quite simply the lifeblood of the organisation.

Exceptional donor care will be crucial in meeting our standards in the delivery of a positive donor experience – from the caring and informative way that agents will be expected to handle calls; to the seamless processing of incomes from our generous donors across the island of Ireland. Reaching and maintaining consistently high standards in donor care has an enormous impact on donor retention and the level of trust each donor places in us.

Trócaire is seeking to enter into an agreement with a supplier that has a cultural and value fit with our organisational ethos. To achieve our goals, we need to have a partner that can add value and can represent Trócaire to the highest standards, as well as having the resources to meet the capacity on several of our campaigns.

- a) **For inbound calls**, we require daytime and out of hours service (24-7) across both jurisdictions in Ireland (ROI & NI) to support processing of donations and queries about our fundraising campaigns and the work Trócaire provides overseas. Most inbound calls relate to donation processing (90% plus).
- b) **For outbound calls**, we require multiple agents (depending on time of year) to provide support on a variety of calling campaigns from Monday to Friday, including late evenings.
- c) **For inbound and outbound calls**, we require direct access to call recordings at any given time (should there be a donor query which needs urgent attention, and equally for quality control purposes). Trócaire must also have the ability to receive and store outbound calls relating to Tax renewals for auditing purposes (utilising secure file transfer for safe transfer of calls).

We are inviting businesses who can **cover services either in part or in full across ROI and/or NI**. Trócaire reserves the right to award either a single contract **or** separate contracts for inbound and outbound services across ROI and/or NI jurisdictions.

The supplier must be able to cater for spikes in calls at various times of the year (some unforeseen spikes during humanitarian emergencies for example). Evidence of a business continuity plan to facilitate call handling and processing of donations during such spikes is mandatory. On the other hand, both inbound and outbound calling does have some quieter times and unforeseen downtime, particularly during the summer months, so we would require flexibility to accommodate this.

5. Content and Format of Tenders

Your proposal should be submitted by way of a written tender document and contain **at least** the following elements:

Note: This structure is not limited and can be expanded with additional documentation.

5.1 Administrative Details

- Company profile including company history, structure and current top three clients.
- A summary of the company's experience and competencies in the areas required including details of similar work experience and conversion rates with Charities and INGOs.
- Names, job titles and summary of experience of the staff nominated to provide the service, and of the principal personnel supervising the provision of the service.
- A description of escalation procedures that would be in place for a resolution in the event of issues arising with the provision of the services.
- Details of the actions taken to ensure continuity of service if the staff nominated to provide the service become unavailable.
- Details of mitigations to respond to contingencies and risks envisaged which may affect the service provision.
- Acceptance or comments on Trócaire's General Terms and Conditions for Procurement and Supplier Code of Conduct.
- A copy of a current and valid Tax Clearance Certificate

5.2 Technical Details

- A detailed description of all services proposed as per requirements in section 4
- Details on how the services will be delivered (including details of any subcontracting where applicable) and how performance will be managed. Include suggested SLAs and KPIs.
- Completion of a **DPIS Supplier Questionnaire – Appendix 1**. This is required for all IT/ES related tenders.
- Full PCI DSS compliance is mandatory and certification of such must be shared.

5.3 Pricing Details

- **Estimated volumes for IB & OB calls:** To assist with your proposed costing, we have provided an overview of anticipated volumes for inbound calling across the year, along with planned outbound calling campaigns and estimated volumes. **See Appendix 2.**
- **Cost models:** We understand from previous experience and requests for tender for call centre services that cost models differ; particularly for outbound calls. A key objective during the procurement process is for Trócaire to be clear and to ensure we are looking at like for like costs across the proposals submitted. For clarity and ease we have supplied a **cost model template for completion – Appendix 3**. Please populate this template, completing the columns that reflect your own cost model. Feel free to amend the template if it doesn't fully cater for your needs.
- Below is a checklist of what the completed template (**Appendix 3**) should enable us to understand:
 1. Expected contact rate for all outbound calling campaigns
 2. Expected speed-to-lead rate for all call attempts on outbound calling campaigns
 3. Expected conversion rates for all outbound calling campaigns
 4. Expected average gift for upgrades, first fails, reactivation and conversion campaigns
 5. Applicable cost-model for outbound calling (i.e., cost per DMC (Decision maker contact), cost per non-DMC (non-decision maker contact), cost per campaign, cost per agent etc.)
 6. Applicable cost-model for inbound calling (i.e., cost for donation call vs cost for administrative call)
 7. Applicable currency and VAT rates
 8. Any additional set up costs/training costs or retainer fees
 9. Any additional management fees (and where applicable, an indication of what additional service is covered within the management fee)
- The proposal should indicate the period for which prices and terms quoted will hold good.
- Volume of calls are subject to change depending on the success of each campaign and expenditure budget available for outbound calling.

- Additionally, we would be interested in receiving information and costs for any complementary channels you provide (e.g., SMS, Email and Mail fulfilment).

6. General Terms and Conditions of this RFT

- Trócaire does not bind itself to accept the lowest priced tender.
- Trócaire does not guarantee exclusivity and reserves the right to engage other companies for the same services (if required) during the term of the contract.
- Trócaire shall be free to
 - To accept the whole, or part only, of any tender.
 - To accept none of the proposals tendered.
 - To republish this Request for Tenders.
- In the event of not accepting any of the tender submissions received on foot of this RFT, Trócaire shall be free to make such arrangements as it considers necessary in relation to the provision of the goods/services.
- Trócaire will not be liable for any costs or expenses incurred in the preparation of a tender.
- The Contract shall be considered as a contract made in Ireland, according to Irish law and subject to the exclusive jurisdiction of the Irish courts.
- The Standard Procurement Terms and Conditions to which Trócaire expects all its supplier to respect can be found here <https://www.trocaire.org/wp-content/uploads/2025/03/Trocaire-General-Terms-Conditions-for-Procurement-V4-April-2023.pdf>
- The Suppliers Code of Conduct to which Trócaire expects all its suppliers to respect can be found here <https://www.trocaire.org/wp-content/uploads/2023/05/Trocaire-Supplier-Code-of-Conduct-V3-April-2023-EN.pdf>

7. Conflicts of interest

Any conflicts interest involving an applicant must be fully disclosed to Trócaire. Failure to disclose a conflict may disqualify an applicant or invalidate an award of the contract. Applicants are required to declare any current or past work which might reasonably be considered to represent a conflict of interest. It will be for Trócaire to decide if a material conflict of interest exists and applicants in doubt in this regard should seek the advice of Trócaire.

8. Contract Type and Period

This agreement will be a Framework Agreement for services. The initial contract period will be 3 years with an option to extend the contract for an additional 2 x 12-month periods up to a maximum of 5 years.

Any extension will be done based on satisfactory performance on the basis of an annual review of service levels to ensure all KPIs are being met during the entire contract.

If KPIs are not being met, Trócaire can review and revoke the contract. We reserve the right to appoint several suppliers at our discretion.

9. Intellectual Property (for service contracts only)

Any concept, guidelines or other material developed during the contract will be considered the property of Trócaire and may be used by Trócaire at any time.

10. Termination of Contract

10.1 Trócaire reserves the right to terminate the contract at any stage on payment of reasonable and agreed costs accrued to the date of termination. The contract may be terminated by either party on giving appropriate written notice.

10.2 If at any stage during the contract, the goods / services delivered by the tenderer is found to be unsatisfactory, the contract may be terminated by Trócaire. In the event of such a termination, the tenderer will only be entitled to receive payment in relation to the acceptable goods / services rendered at that time.

11. Evaluation of Tenders

11.1 Minimum pass/fail criteria

- All tenderers must meet the **following minimum criteria**. Failure to meet any requirement listed below will result in disqualification from further evaluation.
- Must be a registered business in ROI and/or NI.
- At least 3 years' experience providing call centre services within the Irish market (Working with other non-profit organisations is preferred but not mandatory).
- References from at least 2 clients within the past 3 years.
- Demonstrate evidence of exceptional customer/donor experience and/or non-profit telemarketing campaigns – minimum of two case studies for work delivered within the past 5 years.
- Flexibility to facilitate Trócaire during downtime on both inbound and outbound calls, and similarly to provide additional support during peak campaign time (mandatory).
- GDPR compliance regarding processing, storing and retention of data. A mandatory GDPR agreement between data controller (i.e., Trócaire) and processor (i.e., tenderer) will be signed at contract stage. **See Appendix 4** our Trócaire data processing agreement (**shared as an example - not for completion**).
- PCI DSS compliance regarding processing of credit card donations (and proven certification of such).
- Ability for the client to access and listen to call recordings at any given time through secure portal access or similar.
- Ability and willingness to use Salesforce CRM to access and update donor records – usage training & access to Salesforce CRM would be managed by Trócaire during campaign set up.
- Acceptance of Trócaire's General Terms & Conditions of Procurement and Trócaire's Supplier Code of Conduct

11.2 The successful tenderer will be the one who, in the opinion of Trócaire, submits the most economically advantageous proposal applying the following **award criteria (percentage scoring)**:

Criteria	Weighting	What will be evaluated?
Donor Experience	30	The tenderer must provide evidence and display a drive and willingness to adhere to our strong ambition in relation to a positive donor experience. This will cover key areas such as: a) An understanding of Trócaire's work and mission as an organisation for assurances regarding authentic and transparent representation.

		<p>b) Capacity and agent availability to ensure donor calls are answered/made within agreed SLAs.</p> <p>c) A seamless and compliant end-to-end flow for each donor who calls to donate or query an aspect of our work – drawing on evidence from case studies provided by the tenderer. This is imperative to ensure full donor satisfaction and to retain and grow those who are generous and loyal to us.</p>
Cost of Services	20	Clarity and transparency of pricing; competitiveness of rates; approach to cost control and budget management; overall value for money (Costing template included – Appendix 3).
Return on Investment (Outbound Calls)	15	Return on investment rates for each of the outbound campaigns listed within appendix 2 & 3. The tenderer needs to understand the importance of the work they are carrying out and take pride in helping us to achieve the desired results and help us to optimise our opportunities based on their own experience.
Use of Trócaire CRM	15	Demonstrated ability and willingness to use Salesforce CRM to access and update Trócaire donor records to facilitate donation processing and documenting donor queries. Training would be provided by Trócaire on system usage, and reports/dashboards will be set up to monitor progress and lead availability against all campaign types.
Adherence with areas of compliance and team training	15	<p>Completion of DPIS questionnaire, along with copies of all relevant certification regarding ISO 27001 and PCI DSS compliance is mandatory.</p> <p>Demonstration of regular team training in relation to PCI DSS and GDPR principles is also mandatory, and an area we would expect to see continual refresher training and evidence of clear procedures in place. Similarly, adherence to safeguarding Trócaire policy and engagement with training in dealing with vulnerable donors is critical.</p>
Previous Experience with NGO's/Other Charities	5	We are very open to hearing from call centre providers who may not have NGO or charity experience – however, we must stress that this is very much preferred and will be taken into consideration in the overall weighting.
Total	100	

11.3 During the evaluation period clarification may be sought in writing from tenderers. Responses to requests for clarification may not materially change any elements of the tenders submitted.

11.4 No unsolicited communications from tenderers will be accepted or entertained during the evaluation period.

11.5 A shortlist of those who have tendered may be drawn up and **a certain number of those who have tendered may be invited to make a final presentation/demo of their tender** (in early August).

12. Submission of Tenders

Your proposal marked 'RFT – Inbound & Outbound Call Centre Services 2026' should be submitted via www.etenders.gov.ie and will be acknowledged after the deadline.

The deadline for the receipt of tenders is **Friday 31st July, 5pm GMT.**

All queries relating to any aspect of this RFT must be directed to Declan Dixon via email declan.dixon@trocaire.org Queries will be accepted no later than **Friday 10th July, 12pm GMT.**

Tenderers should ensure that they register their interest in this competition, by clicking on the "Accept" button on www.etenders.gov.ie, in order to receive all responses to queries and other updates in relation to this Competition. Any technical issues or issues relating to registration or submission of Tenders on the Tender site should be directed to the Helpdesk: irish-eproc-helpdesk@eurodyn.com

Tenderers must ensure that they give themselves sufficient time to upload and submit all required tender documentation in their Tender before the Tender Deadline. Tenderers should consider the fact that upload speeds vary.

13. Appendices

Appendix 1 Trócaire Supplier DPIS Assessment Questionnaire **(for completion)**

Appendix 2 Overview of Campaign Requirements (for information)

Appendix 3 Trócaire RFT Call Centre Services Cost Template **(for completion)**

Appendix 4 Trócaire DP Agreement V1.1 - April 2023 (sample of DP agreement)