



1 SEPTEMBER 2026

Request for Proposal (RfP): **DIGITAL STORYTELLING & DESIGN CONSULTANT**

Deadline for submissions: **21/09/2026, 11:59 PM EST**

AWID is seeking the services of a consultant or team of consultants to support the Alliance for Feminist Movements (AFM) with designing branding and producing digital assets to promote the AFM's fifth anniversary.

About AWID

The Association for Women's Rights in Development (AWID) is a global feminist movement support organization. AWID's mission is to support feminist, women's rights and gender justice movements to thrive, to be a driving force in challenging systems of oppression, and to co-create feminist realities and alternatives.

About the Alliance for Feminist Movements

The Alliance for Feminist Movements, currently hosted by AWID, is a collaborative multi-stakeholder initiative with members from governments, philanthropy, women's and feminist funds, civil society, and other allies. The AFM and its members are dedicated to increasing and improving the quality of resources and political support for diverse feminist movements, agendas, and policies.

Scope and objectives of the consultancy

AFM platforms (website and LinkedIn) will carry special anniversary branding and a dedicated content stream telling the story of AFM's impact and its members' work. The scope of work is as follows:

1. Anniversary branding and production of a set of shareable digital assets

- Design a simple anniversary visual identity (colors, motifs, templates) consistent with existing AFM branding
- Design and build a dedicated anniversary section of the AFM website (WordPress) housing publications, member stories, and quote cards
- Produce 8–12 quote card templates and populate with content sourced from members (content sourcing coordinated by AFM staff)
- Design layout/template for 3–4 short case studies for use on social media and the website

- Provide a lightweight social content calendar template for AFM staff to populate and schedule in-house

2. Evergreen AFM Info Video

- A polished, evergreen video that clearly communicates the AFM's unique model, its work, and its value proposition, in a form that will not need re-cutting as AFM's programming evolves.

Requirements:

- Produce a 2 - 3 minute evergreen video
- Develop the narrative concept and script in close consultation with AFM Secretariat, anchored in the AFM's enduring value proposition
- Produce the video per the approved script, in the agreed format (animation, live-action, or hybrid)
- Video Translated into AFMs three working languages - English, French and Spanish, delivered with subtitle files (AFM to provide translation of script)
- Deliver all raw/source files and full usage rights so AFM can edit or update the video in future without returning to the same vendor

3. Webinar Video Summaries

Purpose:

- Produce 4 short 5-10 minute webinar video summaries based on AFM's anniversary webinar series aimed at distilling key insights, highlighting key themes and showcasing prevailing and emerging funding narratives and strategies.

Requirements:

- Provide branding production support (platform setup, webinar branding and visual identity, recording) for all 4 webinars and the subsequent video summaries.
- Edit and caption recordings for reuse as anniversary content (social clips, website embeds)
- Provide a post-webinar summary/highlights package for each session (short write-up + key quotes) for AFM communication use

4. Design a 20 - 30 page Flagship Report

- Design AFM's flagship report combining data and narrative analysis, aimed at being visually engaging and easy to navigate, while still handling dense quantitative data content.

Requirements:

- Length: Approximately 10–20 pages
- Format: Digital-first PDF (print-ready if possible)
- Translated into French and Spanish (AFM will provide translated text)

Content:

- Mix of text-based analysis, commentary, and data sections
- Significant data visualisation needs (charts, graphs, diagrams, pull-out numbers)

Design:

- Build on existing AFM branding
- Strong emphasis on clear hierarchy and navigation (headings, sections, call-outs)
- Visual treatment that makes dense data feel accessible and compelling

Assets to be provided by AFM:

- Full draft text and data tables
- Existing AFM brand guidelines and previous reports for reference
- Translated versions of text in French and Spanish

5. Design of other publications

- Design a maximum of 3 short, 5-10 page AFM documents for publication.

Requirements:

- Length: Approximately 5–10 pages
- Format: Digital-first PDF (print-ready if possible)
- Translated into French and Spanish (AFM will provide translated text)

Content:

- Mix of text-based analysis, commentary, and data sections
- Significant data visualisation (charts, graphs, diagrams, pull-out numbers)

Design:

- Build on existing AFM branding

- Strong emphasis on clear hierarchy and navigation (headings, sections, call-outs)
- Visual treatment that makes dense data feel accessible and compelling

Assets to be provided by AFM:

- Full draft text and data tables
- Existing AFM brand guidelines and previous reports for reference
- Translated versions of text in French and Spanish

Expected deliverables

The consultant/s will develop the following:

1. Anniversary branding
2. Shareable digital assets
3. 2-3 minute evergreen video
4. 4 webinar video summaries
5. 20 - 30 page graphically designed flagship report
6. 3 graphically designed 5-10 page documents

Proposed Timeline

The consultant/s will be required to complete this work by the **30th of November 2027**.

Main Steps of the Consultancy/ Deliverables	Proposed Timeline
Commencement of contract	1st October 2026
Completion of anniversary branding and social media assets	14th December 2026
Completion of evergreen video	11th January 2027
Completion of graphically designed flagship report	28th February 2027
Completion of webinar series (the four webinars will be conducted quarterly throughout 2027 with a summary expected in each quarter)	30th November 2027

Completion of a maximum of 3 graphically designed 5-10 page documents	30th November 2027
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Management of consultancy: roles and responsibilities

The assignment will be managed and overseen by Nyasha Musandu, Communication Manager, for this consultancy.

The AFM lead for this consultancy will have the following responsibilities:

- Day-to-day support to the Consultant, including but not limited to providing key documents and contact details, facilitating communications & meetings with staff and evaluation stakeholders as required, and identifying potential respondents;
- Reviewing all the deliverables submitted by the Consultant and coordinating internal review by intended users;
- Providing timely and consolidated feedback on the deliverables to the Consultant; and
- Quality assurance of the deliverables and process.

The Consultant will be responsible for:

- Conducting the assignment in accordance with the outlined SoW;
- Provide regular updates to Nyasha Musandu and the Secretariat team on the progress in conducting the consultancy;
- Conducting quality assurance of the processes and deliverables of the consultancy, by ensuring that findings are supported by robust evidence, conclusions are logical, strategic considerations are linked to findings, and that processes are participatory and effective; and
- Timely informing Nyasha Musandu of any unforeseen delay or challenge in conducting the assignment and proposing appropriate solutions.

Budget

The AFM will consider proposals with budgets up to US \$ 30,000, inclusive of all taxes. Please note that selection will not be based on price only. This will be weighed up against other criteria as set out below.

Desired Profile

The consultant shall demonstrate the following qualifications:

- Demonstrated experience in graphic design work.

- A track record of developing visually appealing communication products.
- Experience working with Wordpress sites.
- Portfolio of nonprofit or mission-driven explainer/brand videos.
- Proven ability to distill complex, multistakeholder organizational value propositions into a clear, compelling narrative.
- Ability to work efficiently from a brand guide with minimal art direction.
- Strong capacity to work in coordination and collaboration with others.
- Strong creative skills and the ability to deliver high quality and user-friendly outputs in a timely manner.
- Committed to the principles and values of intersectional feminism
- An understanding of feminist movements and / or development funding is an asset.

The Consultants or organization are required to disclose any relationship that might compromise their independence and will be required to declare a conflict of interest where one exists with either AWID, the Alliance for Feminist Movements, or any part of the work.

Selection criteria

Proposals will be assessed against the following criteria:

- Relevant experience in undertaking similar assignments.
- Technical expertise and qualifications of the proposed consultant/team.
- Understanding of the assignment and the quality of the proposed approach.
- Capacity and availability to deliver within the required timeframe.
- Cost and value for money of the financial proposal.
- Compliance with eligibility requirements.
- Track record and references from previous clients.
- Added value, including innovative approaches, local knowledge, or partnerships.

Grounds for exclusion

Applicants will be excluded if they:

- are bankrupt or insolvent
- have convictions for fraud, corruption, bribery, or other serious offences
- have failed to pay taxes or social security contributions
- have engaged in grave professional misconduct
- are subject to a conflict of interest that cannot be remedied
- are debarred or suspended by the commissioning organisation or donors
- are listed on U.S. sanctions lists or EU restrictive measures

Applicants must confirm in writing that none of these conditions apply.



Submission of quotation

Interested consultants are requested to submit their proposal no later than **21st September 11:59 pm EST** to tenders@awid.org. Please include the following subject line in the application correspondence: **AFM Digital Storytelling and Design Consultant**

Global South-based women; trans, non-binary and intersex persons; persons with disabilities and other candidates from historically oppressed groups, of all ages, are strongly encouraged to submit a proposal.

Interested consultants are requested to send the following:

- Cover letter outlining how the consultant meets the person specification, confirmation of availability in the time frame indicated.
- A proposal, not exceeding 2 pages (min. font size Arial 11), presenting the Consultant's understanding of the assignment, outlining a proposed approach, methodology, and project plan financial proposal with detailed budget (in US dollars) with consultant's fees, number of hours/days per activity proposed, and other (direct) costs. ***We ask that submissions are made in USD only, using the template provided in Annex 1.***
- Curriculum Vitae OR Profile of all members of the team
- Samples of similar pieces of work previously conducted and concluded (this will be kept confidential). Please include a design sample and video sample.
- Contact details of two professional referees (ideally recent clients) relevant for this consultancy.

If you have any questions about this RfP please contact tenders@awid.org by 15th September 2026.

Annex I: Template to Use for the Financial Proposal

***The activities, numbers, and items provided in the tables below are examples only** Please add rows where necessary*

Activities <i>(examples only below)</i>	Consultant [name] (level of effort in days , 1 day=7.5 hours)
	1
	5
<i>Other activities</i>	14
TOTAL	20

ITEM	COST (in USD)	TOTAL (in USD)
Consultant fees	[Unit cost]	[Unit cost x no. of units]
Consultant name		
Production and other fees		
Communication costs		
Translation/Interpretation costs		
Other costs		
TOTAL		