



National Council of NGOs

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TERMS OF REFERENCE

DEVELOPMENT OF A COMMUNICATION AND BRANDING STRATEGY FOR THE NATIONAL COUNCIL OF NGOS (RETAINERSHIP)

1. ABOUT THE NATIONAL COUNCIL OF NGO- NACONGO)

The National Council of Non-Governmental Organizations (NaCoNGO) is an umbrella and coordination organization for non-governmental organizations (NGOs) in Tanzania as per Part V, section 25 of the Tanzania Non-Governmental Organization Act, 2002, and its subsequent amendments. Read more www.nacongo.or.tz

NaCoNGO is obligated to play a crucial role in facilitating coordination, networking, and information-sharing among NGOs. It acts as a bridge between NGOs and various governmental bodies, helping to foster dialogue and collaboration on issues of mutual concern. NaCoNGO also provides a unified voice for NGOs, amplifying their collective impact and advocating for policies and practices that enhance the effectiveness of the NGO sector in Tanzania.

2. BACKGROUND

NaCoNGO has completed the development of its Transitional Strategic Plan (2024-2026). The plan marks a significant milestone towards rebranding, embracing change and progress to better serve the communities and advance the important work of Non-Governmental Organizations across the nation.

The strategy aims to enhance NaCoNGO's reputation, increase its influence, and strengthen its relationships with member organizations, government, development partners and private sector, among others.

More specifically, it entails enhancing Mechanisms for Repositioning NaCoNGO to Be Responsive and Accountable to Members to deliver fully on its legal mandate by 2026.

It is from that concept that, NaCoNGO intends to commission a consultant (retainer) to develop a communication and branding strategy for NaCoNGO.

3. SCOPE OF WORK:

Objectives:

The primary objective of this assignment is to develop a Communication and Branding Strategy that aligns with NaCoNGO's Transitional Strategic Plan (2024-2026).

Specific objectives

- a) Define a communication and Brand Identity
 - i. Conduct a comprehensive analysis of NaCoNGO's mission, values, and target audience.
 - ii. Develop a clear and compelling brand positioning statement that communicates NaCoNGO's unique value proposition.
 - iii. Create a brand identity guide that includes guidelines for logo usage, color palette, typography, and visual elements.
 - iv. Develop a set of key messages that align with the organization's objectives and resonate with the target audience.
- b) Enhance Brand Awareness
 - i. Increase NaCoNGO's visibility and recognition among its target audience and key stakeholders.
 - ii. Develop a consistent brand message across all communication channels, including websites, social media, and marketing materials.
 - iii. Implement a public relations strategy to secure media coverage and partnerships with relevant organizations and influencers.
 - iv. Explore opportunities for sponsorships and collaborations to amplify NaCoNGO's brand reach.
- c) Establish Brand Trust and Credibility
 - i. Implement a thoughtful leadership strategy to position NaCoNGO as an authority in the field of non-governmental organizations.
 - ii. Develop and distribute high-quality content, such as research reports, white papers, and blog articles, to showcase NaCoNGO's expertise and insights.
 - iii. Encourage testimonials and case studies from satisfied stakeholders to build trust and credibility.
 - iv. Monitor and manage online reputation through proactive engagement and addressing any negative feedback promptly.
- d) Foster Brand Engagement
 - i. Develop a comprehensive digital marketing strategy to engage and interact with the target audience.
 - ii. Utilize social media platforms to share meaningful and engaging content, encourage discussions, and respond to comments and inquiries.
 - iii. Implement email marketing campaigns to nurture relationships with stakeholders and keep them informed about NaCoNGO's initiatives and impact.
 - iv. Organize events, webinars, and workshops to provide opportunities for stakeholders to actively participate and contribute to NaCoNGO's mission.
- e) Choose Communication Channels and Tactics

- i. Identify the most effective communication channels to reach the target audience, considering their demographics, preferences, and media consumption habits.
 - ii. Select a mix of traditional and digital channels, such as social media platforms, websites, email newsletters, press releases, events, and partnerships.
 - iii. Determine the appropriate tactics for each channel, including content creation, advertising, public relations, and community engagement.
 - f) Create Engaging Content
 - i. Develop a content strategy that aligns with the key messages and brand identity.
 - ii. Produce high-quality and engaging content, such as articles, blog posts, videos, infographics, case studies, and success stories.
 - iii. Tailor the content to the target audience's interests, needs, and preferred communication style
 - g) Establish Relationships and Partnerships
 - i. Identify potential partners, influencers, and media outlets that can amplify NaCoNGO's message and reach a wider audience.
 - ii. Build relationships with key stakeholders, including NGOs, government agencies, donors, and community leaders.
 - iii. Collaborate with partners to co-create content, organize events, or conduct joint campaigns for greater impact.
 - h) Build a Strong Online Presence
 - i. Enhance NaCoNGO's online visibility and reputation through search engine optimization (SEO) techniques.
 - ii. Engage in social media listening and actively participate in relevant online conversations.
 - iii. Foster a sense of community and encourage audience participation through user-generated content, discussions, and feedback mechanisms.
 - i) Promote Advocacy and Thought Leadership
 - i. Position NaCoNGO as a thought leader and advocate for the causes it supports.
 - ii. Develop and distribute thought-provoking content, research papers, policy briefs, and opinion pieces.
 - iii. Engage in public speaking opportunities, conferences, and workshops to share expertise and insights.
 - j) Enhance Internal Communication
 - i. Develop an internal communication strategy to ensure consistent messaging and alignment among NaCoNGO staff and volunteers.
 - ii. Implement regular communication channels, such as newsletters, meetings, and collaboration tools.
 - iii. Foster a culture of transparency, collaboration, and knowledge sharing within the organization.
 - k) Measure and Evaluate communication and Brand Performance

- i. Establish key performance indicators (KPIs) to track the effectiveness of the branding strategy.
- ii. Monitor metrics such as brand awareness, website traffic, social media engagement, and stakeholder feedback.
- iii. Conduct regular surveys and feedback sessions to gauge stakeholder perception of NaCoNGO's brand.
- iv. Establish metrics and key performance indicators (KPIs) to measure the success of the communication strategy.
- v. Regularly monitor and analyze the performance of different communication channels and tactics.
- vi. Collect feedback from the target audience and stakeholders to assess the effectiveness of the strategy and make necessary adjustments.
- vii. Use data analytics and insights to identify areas for improvement and make data-driven decisions for future branding initiatives.

DURATION & PAYMENT MODEL

This assignment is contracted as a retainer-ship for the duration of the transition period, whereby the mode of payments will be subjected to the submitted and agreed financial proposal.

APPLICATION

All applications should be submitted via the email info@nacongo.or.tz by 24 November 2023. The application should at minimum include the following:

Part A: Technical Proposal (80%)

- Interpretation of the Terms of Reference
- Proposed Review Methodology
- Review and Quality Assurance Plan
- Description of the Workplan
- Consultant's Relevant Experience on the Assignment

Part B: Financial and Administrative Proposal (20%)

- Detailed Budget
- Scanned Copy of TIN Number and Relevant Registration Certificates
- Needed copy of the Business License
- Scanned Copy of Tax Clearance Certificate for the past two years
- Evidence of issue of EFD/Fiscalised Invoice