

Call for Proposals

Plan and Budget Submissions for Adjudication of Creative Work for World Blood Donor Day 2012

Introduction

Every year, on 14 June, countries worldwide mark World Blood Donor Day with events to raise awareness of the need for safe blood and blood products. The aim is to increase and celebrate voluntary unpaid blood donation by:

- Highlighting the vital role of blood transfusion in saving lives and improving the health of millions of people each year;
- Motivating more individuals to become regular voluntary unpaid blood donors to ensure sufficient stocks of blood to meet national requirements, even in emergency situations;
- Recognizing regular voluntary unpaid donors as healthy lifestyle role models; it is because they lead healthy lifestyles and are regularly assessed for their suitability to donate blood.

As its name implies, it is a global campaign, with related activities taking place in almost all countries in the world. Media coverage of the day is extensive – ranging from local radio and television talk shows, to international news wires, to The Lancet medical journal – and engagement through social media grows every year.

The theme for World Blood Donor Day 2012 is, “**Every blood donor is a hero.**”

The World Health Organization (WHO) and its partners – which include the International Federation of Red Cross and Red Crescent Societies, the International Federation of Blood Donor Organizations, the International Society of Blood Transfusion, the Association of Donor Recruitment Professionals, AABB and others – have decided to focus the 2012 campaign on the idea that every one of us can become a hero simply by giving blood. The everyday hero responds to an immediate need, whatever the conditions, despite inconvenience, putting the needs of others above their own. Voluntary blood donors come from all walks of life, all regions, backgrounds, religions and ages. By choosing to donate blood without getting paid, these individuals commit an "heroic" act, a gesture of human solidarity with the power to save lives. Some of them do so dozens of times over several decades.

The concept for World Blood Donor Day 2012 is intended to acknowledge existing donors and motivate new ones. It is adaptable globally, across regions and countries, as well as both for blood donors and professionals involved in transfusion safety.

Each year, a host country is identified for a global event that provides the focus for a global publicity and advocacy campaign. The 2012 global event will take place in Seoul, Republic of Korea, hosted by the Korean Red Cross and the Ministry of Health and Welfare, Republic of Korea. The global event brings the attention of national blood transfusion services, blood donor organizations and other non-governmental organizations from around the world. Its objective is to strengthen and expand voluntary blood donor programmes and reinforce global, regional, national and local campaigns.

For information on previous World Blood Donor Day campaigns, please visit:

www.who.int/worldblooddonorday

Minimum work to be performed by the agency selected

Detailed terms of reference (TORs) will be agreed with the agency selected for the contract. However, as this 'call for proposals' requests a budget proposal, please find below the general requirements for this work:

The agency will develop the campaign and materials design, specifically:

- a **visual/graphic design** around the theme and concept that incorporates the messages as explained in the accompanying background document(s).
- possible **slogans or tag lines** that support the theme and concept.
- a series of **images, symbol** and/or **designs** that will be used in conjunction with the slogans in different advocacy materials.
- design and/or layout of a **poster or posters**.
- design and/or layout of **other written materials** as appropriate (e.g., brochure, cards, folders, bookmarks, camera-ready ads, etc).
- design of **advocacy materials** (t-shirts, stickers, bookmarks, caps, etc).
- design of World Blood Donor Day **hall banners**.

The agency will be requested to work on the layout of the English and French versions of all materials created (final texts to be provided by WHO).

The agency will be asked to provide CD-ROMs with final art work and other graphic files in PDF versions (low and high resolutions) as well as any other necessary files to be used by the printers.

Additional work

In addition to the materials described above, the agency may be asked to provide such electronic multimedia materials as a short video or videos (animated or not), viral advertisements, social media pages, e-postcards, screensavers, or wallpapers.

The budget proposal should contain separate estimates for these sorts of materials.

Submission of proposal and budget

Taking into account the information above, we invite a **proposal** in writing that includes the following:

- Some initial concepts/ideas for the campaign including ideas for a graphic design and slogans/catchphrases in line with the World Blood Donor Day 2012 rationale and theme described in the background document(s).
- Ideas for possible imagery that could be used, if the company is selected for the contract.
- A breakdown of the costs (budget) to develop the minimum required work (and possible additional work), as specified above.

Deadlines

- Send the proposal to Dr Neelam Dhingra, Coordinator, Blood Transfusion Safety, WHO-HQ, Geneva by email: dhingran@who.int by **14 February 2012**.
- Selection of an agency will take place after consultation within WHO and with partners by **24 February 2012**.
- Final campaign concept to be submitted to WHO by **9 March 2012**.