

Request for Proposal

Website Management, Digital Marketing, & Communications Agency

For: Rural Development Trust (RDT)
Ananthapuramu, Andhra Pradesh, India | May 2026

About Rural Development Trust (RDT)

Rural Development Trust (RDT) is a not-for-profit organisation working since 1969 in Ananthapuram, Andhra Pradesh, to improve the living conditions of rural communities. Having completed 57 years of dedicated service, RDT remains committed to enabling rural communities to lead better and more dignified lives.

RDT's mission is made possible through the generous support of individual donors, corporations, institutions, foundations and government agencies, both within India and abroad. As RDT grows its digital presence and fundraising capabilities, it seeks the services of a full-service digital and communications agency that shares its values and understands the development sector. (More information at www.rdtfvf.org)

Goal of this RFP

The goal of this Request for Proposal (RFP) is to identify and engage a qualified digital agency partner to deliver the following services for RDT:

- Digital Strategy
- Website Management & Maintenance
- Digital Marketing: SEO/SEM & SMO
- Campaigns: Donor Acquisition, Email, WhatsApp, Creative & Performance
- Online Fundraising
- Public Relations (Consultancy Basis)

Scope of Work

1. Digital Strategy

RDT requires a digital agency that can develop a comprehensive digital strategy to achieve the following objectives:

- Increase income from digital channels by 30% each year
- Gain a larger market share of the online audience
- Improve brand recall and brand value
- Increase digital fundraising operational efficiencies
- Improve donor satisfaction and donor retention
- Increase RDT's followers across all digital channels and engagement

The agency will:

- Understand and assess RDT's existing digital strategy and digital footprint
- Develop a robust digital strategy aligned with the above objectives
- Support monitoring, review and course correction for implementation of the digital strategy
- Support digital transformation across RDT's Resource Mobilisation, Communications and other relevant teams

Key Performance Indicators (KPIs)

Business Objectives:

- Increase revenue growth from digital channels
- Increase market share and online audience reach

Marketing Objectives:

- Increase repeat and recurring donations
- Increase brand recognition among target audiences

Communication Objectives:

- Increase frequency of donations
- Increase penetration in Tier II and Tier III cities
- Strengthen association with RDT's digital platforms

Key areas of performance include (not limited to):

- Website improvement for local search ranking
- Social media presence improvement to find and engage new audiences

- Boost link popularity and improve website link structure for local ranking
- Integration with Google Webmaster Tools with regular website health reporting
- Develop and implement an Answer Engine Optimisation (AEO) strategy to ensure RDT's programmes, impact data, and organisational profile are accurately and prominently surfaced by AI-powered answer engines including Google AI Overviews, ChatGPT, Perplexity, and similar platforms.
- Develop and implement a Generative Engine Optimisation (GEO) strategy to ensure RDT's content, credibility signals, and programme information are structured and distributed in a manner that enables large language models and generative AI tools to reference RDT accurately in response to donor, media, and public queries about rural development, healthcare, disability inclusion, and related topics.

2. Website Management & Maintenance

RDT currently operates a WordPress-based website and intends to migrate its website development and management to a credible agency. The agency will be responsible for all aspects of website maintenance, development and enhancement as per briefs provided by RDT.

Main Objectives:

- Assure end-to-end WordPress website maintenance
- Install software, module/security patches, upgrades and bug fixes
- Install, upgrade and modify existing modules and plugins
- Manage, edit, update and maintain the site on an ongoing basis
- Manage basic SEO to ensure keywords are correctly tagged
- Ensure smooth online payment processing with adequate tracking mechanisms
- Provide a CMS with a downloadable transaction database
- Assign a dedicated programmer/account manager for web maintenance support
- API integration as required
- Develop new templates for the homepage, landing pages, microsites and interactive features
- Develop campaign templates and microsites with integrated tracking mechanisms
- Design and implement various types of user input and lead generation forms
- Analyse existing website functionalities and recommend improvements
- Manage, update and improve site navigation and information architecture

- Manage ongoing web design enhancements including layout, graphics and look-and-feel
 - Redevelop and redesign pages as required
 - Improve social media and video integration
 - Deploy Salesforce for Non-Profit
 - Train RDT staff on CMS usage
 - Monthly review meetings (online or in-person) with highlights and insights
 - Share monthly website and page traffic reports, with quarterly analysis
 - Accommodate urgent change and upload requests within 4-6 hours during crises or fundraising campaigns
 - Suggest new features to elevate user experience without compromising website uptime
 - Ensure quick turnaround for banners, pages and content during disaster response situations
- Provide guidance and creation of innovative content and videos for landing pages
- Structure website content, schema markup, and metadata to support AEO and GEO requirements, including the use of structured data formats that enable AI answer engines to extract and cite RDT's information accurately.
- Ensure all programme pages, impact data, and organisational information are formatted for machine readability and AI discoverability, including FAQ schema, article schema, and organisation schema.

3. Digital Marketing, SEO/SEM & SMO

RDT requires a dedicated, versatile and dynamic agency to enhance its digital reputation, footprint, engagement and reach. The agency will develop and execute a comprehensive marketing and optimisation strategy across search and social media channels, driving brand recall, donor engagement and fundraising outcomes.

Feasibility Research & Proposal

The agency will research RDT's digital products to understand organisational goals, target audiences, marketplace positioning and product purpose. A detailed proposal with timeline, technical specifications and estimated costs should be submitted as part of the response to this RFP.

Search Engine Optimisation (SEO)

- Optimise web pages with relevant, high-quality content

- Develop and spread links pointing to priority content
- Incorporate meta tags, title tags and other relevant tag attributes
- Place ads strategically on relevant platforms and portals
- Conduct in-depth keyword ranking analysis
- Configure Google Analytics benchmarking and Google Search Console
- Conduct website crawl, duplicate content analysis and full technical audit
- Perform link clean-up and keyword research and mapping for on-page SEO
- Conduct conversion rate optimisation analysis
- Improve overall website user experience including loading time, internal linking, responsiveness and browser consistency
- Monitor user behaviour and optimise accordingly
- Execute off-page optimisation via social bookmarks, blogger outreach, event submissions and similar strategies
- Present SEO updates to RDT with course correction and quarterly reviews
- Offer ORM (Online Reputation Management) services
- Conduct an AEO audit to identify queries related to RDT's work, donor intent, and programme impact that are currently being answered by AI engines, and develop a content strategy to ensure RDT's voice and data are represented accurately in those answers.
- Implement GEO best practices including authoritative content structuring, entity optimisation, and citation-building across high-authority platforms to improve the likelihood of generative AI models referencing RDT as a credible source in relevant queries.
- Monitor AI-generated search results and answer engine responses for queries relevant to RDT and report on RDT's visibility and accuracy of representation in these environments on a monthly basis.
- Develop an entity authority strategy to ensure RDT is correctly and consistently represented as an organisation across knowledge graphs, Wikipedia, Wikidata, Google's Knowledge Panel, and other structured data sources that generative AI models draw from.

Social Media Optimisation (SMO)

- Quarterly Social Media Optimisation across all active RDT channels
- Design and place Facebook, Instagram and Twitter/X ads monthly; boost posts weekly or as required
- Grow RDT's social media following with a monthly target of 5,000 to 10,000 new followers across all platforms and engagement
- Actively promote RDT's work during campaigns, events and World Days, adhering to RDT's social media calendar

- Support annual tweetathons and similar engagement drives
- Build and strengthen RDT's brand presence across digital platforms
- Assign a point person to work with the RDT team on a daily basis
- Share weekly and monthly feedback and performance reports
- Respond to emergency queries and requirements within 12 hours during crisis situations
- Conceptualise and facilitate an annual social media workshop for RDT Communications team
- Manage Google Ads placement for top brand recall

Search Engine Marketing (SEM)

The agency will offer SEM services to drive targeted donors directly to RDT, including:

- Paid inclusion campaigns
- Traditional display advertising
- Pay-Per-Click (PPC) advertising with clear deliverables and measurement metrics

Social Media Management

- Develop strategy and content calendar (executed only upon written approval) for brand awareness and engagement across Facebook, Instagram and Twitter/X
- Develop creatives for social media use
- Plan and execute fundraising campaigns on social media, meeting targets as per set targets
- Obtain prior written approval on targeting, budgets, creatives and copy before launching any campaign

4. Campaigns: Donor Acquisition, Email, WhatsApp, Creative & Performance

This section outlines RDT's requirements for a structured, always-on campaigns capability. The agency will be responsible for end-to-end planning, creation, execution and reporting of all campaigns, from donor acquisition through to retention across digital channels. All campaigns must be grounded in data, aligned to RDT's brand values and optimised continuously for performance.

Donor Acquisition Campaigns

- Plan and execute donor acquisition campaigns targeting both one-off and regular (monthly) donors
- Develop audience segmentation strategies across cold, warm and retargeting pools

- Run campaigns across Meta (Facebook & Instagram) and Google (Search, Display & YouTube)
- Design and test multiple campaign creatives, messaging angles and audience sets simultaneously
- Optimise campaigns in real time based on performance data

Landing Pages Optimised for Donations

- Design and build dedicated, conversion-optimised landing pages for each campaign or appeal
- Ensure landing pages are mobile-first, fast-loading and integrated with RDT's payment gateway
- Include trust signals, impact statements and clear calls-to-action on all donation pages
- Continuously test and improve landing page performance based on user behaviour data

Email Journeys

The agency will design and manage automated email journeys for each stage of the donor lifecycle, including:

- Welcome journey for new donors and subscribers
- Thank-you and impact update journey post-donation
- Recurring donor nurture and engagement series
- Lapsed donor reactivation journey
- Campaign-specific email sequences aligned to fundraising appeals
- Segmentation and personalisation of email content based on donor behaviour and giving history
- Monthly email performance reporting covering open rates, click-through rates and conversion

WhatsApp API Integration

The agency will set up, manage and optimise WhatsApp API-based communication for two distinct use cases:

Donor Journey & Retention:

- Automated welcome and thank-you messages post-donation
- Impact updates and storytelling messages to retain and upgrade existing donors
- Recurring giving reminders and renewal nudges

- Personalised communication journeys based on donor segment and giving history

Acquisition Campaigns:

- Broadcast campaigns to warm leads and prospective donors
- Click-to-WhatsApp ad integration with Meta campaigns for lead capture and conversion
- Conversational flows to qualify leads and guide prospects toward their first donation
- Compliance with WhatsApp Business Policy and opt-in/opt-out management

Monthly Campaign Creative Packs

- Deliver a monthly creative pack covering all active campaigns and organic content needs
- Each pack to include static creatives, short-form video/reels, carousel formats and copy variations
- Creatives to be delivered in platform-specific formats and sizes for Meta, Google and WhatsApp
- Creative packs to be submitted for RDT approval at least 7 working days before campaign launch
- Maintain a consistent visual identity aligned to RDT's brand guidelines

Meta + Google Ad Management

- Full management of Meta Ads (Facebook & Instagram) and Google Ads (Search, Display, YouTube) accounts
- Audience research, targeting strategy and campaign setup for all ad campaigns
- Budget allocation and pacing across campaigns based on performance and seasonal priorities
- Weekly monitoring and optimisation of bids, audiences, placements and creatives
- Transparent ad account access to be shared with RDT team at all times
- Agency should have experience with Google Grants

Monthly Testing Plan

The agency will submit a structured testing plan at the start of each month covering:

- A/B tests on creative formats, headlines, calls-to-action and visual styles
- Audience testing: including interest-based, lookalike and retargeting audiences
- Landing page testing: layout, copy, donation amount options and trust signals
- Email subject line, send time and segmentation tests
- WhatsApp message format and flow testing
- Each test must have a clear hypothesis, success metric and minimum sample size defined upfront
- Results of all tests to be documented and shared in the monthly performance report

Performance Reporting: CPL / CPA / ROAS / Donation Conversion

The agency will deliver a comprehensive monthly performance report covering all campaign activity, including:

- Cost Per Lead (CPL) by channel, audience and campaign
- Cost Per Acquisition (CPA): cost to acquire a verified donor
- Return on Ad Spend (ROAS): donation revenue generated per rupee of ad spend
- Donation conversion rate: by landing page, channel and campaign
- Email performance metrics: open rate, click rate, conversion and unsubscribes
- WhatsApp engagement metrics: delivery rate, read rate, response rate and opt-outs
- Social media ad metrics: reach, impressions, CTR, engagement and follower growth
- Month-on-month trend analysis with commentary and recommended actions
- Quarterly deep-dive report with strategic recommendations for the following quarter

Case Study Packaging for Fundraising Campaigns

- Develop at least one donor-facing case study per month based on RDT's programme work
- Each case study to be produced in multiple formats: long-form for website, short-form for social media and email, and a visual format for digital fundraising appeals
- Case studies to be used across campaigns, landing pages, email journeys and WhatsApp communications to demonstrate impact and build donor trust

- Agency to coordinate with RDT's field and communications teams to source stories, photographs and data
- All case studies to follow RDT's brand, consent and safeguarding guidelines

5. Online Fundraising

RDT requires an agency partner to strategically plan and drive digital fundraising across email, SEO, SEM, interactive website platforms and social media, with a primary focus on revenue generation and donor lead generation. The Campaigns section (Section 4) governs execution; this section defines the overarching fundraising strategy and calendar.

The agency will:

- Develop an annual fundraising strategy and activity calendar across all digital platforms
- Define fundraising goals, channel mix and budget recommendations for each campaign period
- Execute campaigns for acquiring one-off and regular donors
- Align all fundraising activities to RDT's programmatic calendar and key events
- Report back on pre-agreed KPIs on a weekly basis

Reporting & Additional Deliverables

- Weekly progress reviews for the first two months with detailed data and campaign updates.
- Share a monthly detailed report covering SEO, SMO and all other services
- Share detailed reports of donors acquired and leads generated with the RDT Fundraising team
- Host social media workshops at RDT's Communications Team at least once every six months
- Provide market insights and facilitate relevant contacts within social media channels for relationship building

6. Public Relations (Consultancy Basis)

RDT requires a Public Relations partner on a consultancy basis to support strategic communications, reputation management and media engagement. The agency should be able to activate PR support as and when required, including during campaigns, crises and key organisational milestones.

The agency will:

- **Media Relations:** Develop and distribute press releases, build and maintain relationships with relevant journalists and editors across print, digital and broadcast media, and secure earned media coverage for RDT's work, campaigns and impact stories.
- **Crisis & Reputation Management:** Provide timely counsel and response support during reputational risks or adverse media situations
- **Thought Leadership:** Position RDT's leadership as credible voices in the development sector through op-eds, interviews, speaking opportunities and panel discussions at relevant forums and events.
- **Campaign PR:** Amplify key fundraising, disaster response and impact campaigns through earned media and strategic communications to maximise reach and donor engagement.
- **Generative Engine Visibility through PR:** Support GEO through strategic placement of RDT's leadership commentary, programme data, and impact stories on high-authority platforms, including national publications, sector-specific portals, and academic or policy forums, that are indexed and cited by generative AI models, thereby increasing the likelihood of RDT being referenced as a credible voice in AI-generated responses related to rural development, healthcare access, and disability inclusion in India.

The consultancy engagement will operate on a project or as-and-when basis, with a defined scope, deliverables and day rate agreed upon prior to activation. The agency should be able to respond to PR requirements within 24 hours of being briefed.

Response Requirements

Agency partners are required to provide the following information as part of their response to this RFP:

- Company background and overview
- Project approach and proposed timeline
- Relevant experience and qualifications in the NGO/development sector and in general
- Scope of work recommendations and proposed methodology for each section
- Team structure and project management approach
- Technology stack and tools proposed (e.g. email platform, WhatsApp API provider, ad platforms, analytics)
- Sample monthly campaign creative pack and reporting format (previous examples)

- Detailed pricing for each service area, broken down by retainer and project/consultancy components

Submission & Contact Information

Please share your proposal along with the following contact details:

- Full name
- Job title
- Organisation address
- Phone number
- Email address

Submission:

All agencies are requested to send their proposals by email to information@rdt.co.in before 15th June 2026.

Queries:

For any queries or information required to prepare your proposal, including requests for a meeting, please write to ernestpaul@rdt.co.in
