

TERMS OF REFERENCE (TOR)

End-to-End Digital Marketing Agency for ChildFund India

1. About ChildFund India

ChildFund India is a child development organization registered in India in 1984, working with children, youth, and families from remote and underserved communities with the vision of building “an India where children lead a dignified life and achieve their full potential.”

Its programs span health, nutrition, education, skill development, livelihoods, child protection, gender equality, disability inclusion, and humanitarian response. Through long-term community partnerships and collaboration with government and civil society, ChildFund India reaches millions of children and families across the country each year.

2. Background of the Assignment

ChildFund India is strengthening its digital fundraising and communication ecosystem to expand individual giving, improve donor experience, and enhance long-term engagement.

To achieve this, ChildFund India proposes to appoint a professionally qualified **end-to-end digital marketing agency** capable of planning, executing, optimizing, and reporting on integrated digital campaigns across channels and platforms.

The appointed agency will be responsible for planning, executing, optimising, and reporting on integrated digital marketing and fundraising campaigns, and will act as a single strategic and operational partner across the entire donor journey—from awareness and consideration to donation and retention

3. Objectives of the Assignment

The engagement aims to:

- Increase brand visibility and reach nationally.
- Drive consideration through compelling digital storytelling.
- Generate donations for Monthly Giving and Single Gift programs.
- Strengthen remarketing, re engagement and donor-retention initiatives.
- Establish robust analytics, tracking and reporting systems.
- Ensure cost-efficient, data driven and high-impact digital performance.

4. Nature of Engagement

The appointed agency shall provide **end-to-end services**, including:

- Campaign planning and execution.
- Creative development and content production.
- Media planning and buying.
- Platform setup and tracking and analytics implementation.
- Ongoing Performance optimisation and reporting
- Compliance with ChildFund India's brand guidelines, child-safeguarding policies, and data-protection standards.

5. Scope of Work / Assignment

The scope includes, but is not limited to, the following components:

5.1 Website & Landing Page Optimisation

- Audit and optimise existing websites and donation journeys.
- Design and test new landing pages for:
 - Monthly Giving Program (MGP)
 - One-time donations.
- Improve UX/UI and conversion rates.
- Implement analytics, tagging, and donation tracking.
- Recommend and execute CRO initiatives.

5.2 Search Engine Optimisation (SEO)

On-Page SEO

- Keyword research and mapping.
- Technical audits and fixes.
- Metadata and site-speed improvements.
- Content optimisation.

Off-Page SEO

- Authority-building and backlink strategies.

Measurement

- Keyword ranking movement.
- Organic traffic growth.
- SEO-driven conversions.

5.3 Paid Advertising & Performance Marketing

Campaign Setup

- Creation and configuration of advertising accounts.
- Search, Display, and Social campaigns.
- Audience and keyword research.
- Ad copy and banner creative development.
- Bid strategy and geo-targeting.
- Conversion-tracking integration.
- Landing-page selection.

Ongoing Management

- Automation and optimisation.
- Adaptation to platform and market changes.
- Channel expansion recommendations.
- Launch of test campaigns.

Optimisation

- A/B testing of creatives.
- Keyword refinement.
- Bid optimisation.
- Performance analysis.

Remarketing

- Display and social retargeting.
- Audience segmentation.
- Re-engagement journeys for past visitors and donors.

5.4 Social Media Marketing

Content & Creative

- Static posts, reels, carousels, GIFs, and campaign creatives.
- Mission-aligned storytelling.

Management

- Posting calendars.
- Community moderation.
- Page optimisation.

Insights & Support

- Audience research.
- Competitor benchmarking.
- Trend analysis.
- Campaign backend support.

Reporting

- Monthly dashboards.
- Engagement and growth analysis.

5.5 Data, Tracking & Analytics

- Funnel-wise KPI dashboards.
- Attribution modelling.
- CPA / ROI analysis.
- Monthly and quarterly reports.
- Strategic insights for scale-up.

6. Key Deliverables

The agency shall provide:

- Annual digital roadmap.
- Monthly content calendars.
- Creative assets.
- SEO audit reports.

- Paid media plans.
- Analytics dashboards.
- Campaign proposals.
- Quarterly strategy reviews.

7. Governance & Reporting

- Dedicated account manager.
- Monthly performance review meetings.
- Quarterly strategic workshops.
- Written reports within five working days of month-end.
- Escalation matrix.

8. Commercials & Exclusions

Unless otherwise agreed:

- GST will be applicable as per law.
- Retainer excludes:
 - Media spends.
 - Stock images.
 - Photography / videography.
 - Influencer fees.
- Google Ad Grants management shall be treated as a separate scope.
- WhatsApp-based marketing may be considered optional.

9. Confidentiality & Compliance

- All data and outputs shall remain the property of ChildFund India.
- The agency must sign and adhere to ChildFund India's Child Safeguarding Policy.
- Compliance with data-protection and donor-privacy regulations is mandatory.

10. Proposal Submission Requirements

Interested agencies must submit:

- Organisational profile.
- Relevant NGO or fundraising experience.
- Proposed methodology and execution plan.
- Team structure.
- Budget break-up.
- Timelines.
- Samples of similar work.

Interested evaluators/agencies are requested to submit their technical and financial proposals to centralpurchase2@childfundindia.org by 20th February 2026.

ChildFund India reserves the right to modify this ToR based on programmatic and contextual requirements. Please do mention reference in your proposal i.e.

[PRA/CFI/BAN/2025-26/044](#)