

# REQUEST FOR PROPOSALS

## Integrated Communications & Fundraising Campaign

*ZINAPAH 10th Anniversary Celebration | Armenia and the US*

|                             |                                                                                                                                                                                                                                                                         |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Project</b>              | <i>ZINAPAH 10th Anniversary Celebration –</i><br>Development and implementation of an integrated communications campaign in Armenia and abroad: <ul style="list-style-type: none"><li>✓ donor-engagement program in Armenia and</li><li>✓ anniversary events.</li></ul> |
| <b>Issuing organization</b> | ZINAPAH National Foundation for Servicemen Insurance                                                                                                                                                                                                                    |
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| <b>Issue date/deadline</b>  | 28 August 2026   Proposal submission deadline: November 2, 2026                                                                                                                                                                                                         |

### 1. Background

ZINAPAH National Foundation for Servicemen Insurance was established in 2017 to provide stable compensation aimed at ensuring the well-being of the families of fallen and missing in action servicemen, as well as servicemen with severe and profound functional limitations (1st and 2nd group disabilities), who defended the homeland and its borders for the peace and security of future generations.

ZINAPAH's mission is to unite the nation in standing by servicemen and their families, ensuring their financial stability and a dignified life, guided by our commitment to TRANSPARENCY, ACCOUNTABILITY, and INTEGRITY.

ZINAPAH is an apolitical institution and operates in accordance with the Law of the Republic of Armenia. It is governed by an independent Board of Trustees, composed of highly reputable professionals from the fields of finance and banking, business, crisis management, fundraising, and asset management. The foundation is operated by an experienced and highly motivated executive team.

ZINAPAH is a unique foundation in the region, under which every working citizen of Armenia makes a mandatory stamp payment contribution from their salary. The Foundation is a pan-Armenian initiative aimed at ensuring the well-being of those servicemen and their families who have sacrificed their lives and health for Armenia's security.

**ZINAPAH funds** are generated from:

- ✓ **Mandatory monthly payments of 1,000 or 15,000 AMD per month** (based on the amount of income) by taxpayers in Armenia
- ✓ **Donations** received from Armenia and across the world

- ✓ **ZINAPAH's asset management appreciation income**

### **Official Communication Channels**

- [Official website](#)
- [Facebook](#)
- [Instagram](#)
- [YouTube](#)
- [LinkedIn](#)

These platforms should be reviewed by the service provider to understand ZINAPAH's existing communication style, institutional tone, visual identity, audiences, recurring messages and previous campaigns.

### **Selected Campaigns and Projects**

#### **Fifth Anniversary Campaign**

The fifth-anniversary communications reflected on ZINAPAH's establishment, institutional development and impact during its first five years.

- [Fifth Anniversary Video 1](#)
- [Fifth Anniversary Video 2](#)

#### **“Jazzical Komitas for Good”**

In 2022, ZINAPAH organised the year-end fundraising event “Jazzical Komitas for Good,” combining Armenian cultural heritage, music and philanthropy to support the Foundation's mission and strengthen donor engagement.

- [Watch the video](#)

#### **“We’ve Got Your Back”**

This campaign communicated national solidarity and reinforced the message that servicemen and their families are not alone.

- [Watch the video](#)

#### **“I Decided to Fight”**

“I Decided to Fight” presents the post-war lives and daily struggles of ZINAPAH beneficiaries Shahen, Edmond and Seyran—servicemen who sustained disabilities while defending the homeland and continued to fight for recovery, independence and a meaningful life.

- [Watch the film](#)

#### **“We Remember...”**

ZINAPAH's “We Remember...” initiative honours fallen servicemen who are ZINAPAH beneficiaries. By presenting their personal stories, memories and lives, the initiative seeks to preserve their legacy and promote a culture of remembrance, gratitude and respect.

- Visit “We Remember...”

As of 2026 Q2, ZINAPAH supported 5,515 servicemen and their families, around 13,000 **individuals**. Support includes a **one-time lump-sum payment** of **AMD 10 million or AMD 5 million**, and **monthly compensation payments** ranging from **AMD 100,000 to AMD 300,000**, depending on rank and **level of functional limitation**. From 2017-2025, ZINAPAH has disbursed approximately AMD 106 billion in compensation.

The Foundation provides financial support for up to 20 years, with the possibility of extension based on the decision of the Board of Trustees and subject to the availability of funds.

Thus, **ZINAPAH** is an incredible consolidation opportunity to seed strong values, beliefs, and attitudes in our society... for appreciation, support, and respect...

## 2. Assignment and Objectives

ZINAPAH seeks an experienced agency or consortium to develop and implement a visible, credible and emotionally resonant 10th anniversary campaign in Armenia and abroad, culminating in donor-engagement and fundraising events to:

- ✓ celebrate ZINAPAH’s 10-year contribution and make its impact understandable and memorable both in Armenia and Armenian communities abroad
- ✓ increase recurring and one-time donations from Armenia and Armenian communities abroad.
- ✓ strengthen ZINAPAH’s reputation and visibility among the general public, beneficiaries, partners and institutional stakeholders.
- ✓ create meaningful donor experiences that support stewardship, acquisition and long-term engagement.
- ✓ generate sustained, positive and well-targeted media and digital visibility.

## 3. Target Audiences

| Audience                                                             | Primary purpose                                                                                                                      |
|----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| General public                                                       | Awareness, pride, participation and accessible giving                                                                                |
| Stakeholders and partners                                            | Recognition, trust, testimony and community connection                                                                               |
| Beneficiaries                                                        | Recognition, trust, testimony and community connection                                                                               |
| Donors in Armenia                                                    | Stewardship, renewal, acquisition and recurring giving                                                                               |
| Donors in Armenian communities in the Diaspora (fact-based decision) | Connection to Armenia, participation and cross-border giving culture development, existing and prospective donors in Armenia and the |

## 4. Scope of Services and Required Deliverables

### A. Armenia: Integrated Anniversary Campaign and Fundraising Event

- Develop and implement ZINAPAH’s 10th-anniversary campaign in Armenia, including:
  - Campaign theme, slogan, timeline, narrative, and key messages aligned with ZINAPAH’s communications strategy and visual identity

- PR and media strategy, including press materials, spokesperson support, media partnerships and earned-media opportunities.
- Individual and corporate donor acquisition, retention and recurring-giving strategies.
- Corporate partnership and sponsorship strategy, including sponsorship packages.
- Production of a 3–4-minute anniversary film presenting ZINAPAH’s journey, impact, beneficiary stories and future vision.
- Development and production of a 30–40-page commemorative coffee-table publication.
- Concept development and full organization of the anniversary fundraising event in Armenia, including programme, venue, invitations, sponsors, vendors, technical production, and on-site management.

## **B. Armenian Diaspora: Strategic Recommendations and Proposed Activities**

ZINAPAH has not predetermined the format of its 10th-anniversary engagement with the Armenian Diaspora. The agency shall assess the opportunity and recommend the most effective communications, donor engagement and fundraising approach, initially focusing on the United States.

- The agency shall:
  - Recommend an appropriate communications and fundraising strategy for the Diaspora.
  - Propose an engagement or fundraising concept, which may include a donor breakfast, reception, gala, community event, corporate roundtable or other suitable format.
  - Provide the rationale, target audience, proposed location, indicative budget, projected fundraising potential based on estimated expenses, implementation requirements, and expected results.
  - Following discussion and approval by ZINAPAH, develop a detailed scope, implementation plan, timeline and budget for the selected approach.

The Armenia and Diaspora components shall be presented and budgeted separately.

## **6. Agency Responsibilities and Ways of Working**

The selected agency will be expected to provide strategic, creative, production and account-management leadership from concept through delivery. Proposals should clearly distinguish agency responsibilities, ZINAPAH inputs and approvals, third-party dependencies, and any optional or separately priced services. The agency must work sensitively with beneficiaries and protect dignity, consent and confidentiality in all storytelling and content production.

## **7. Proposal Submission Requirements**

- Agency profile: company overview, team structure, relevant experience and portfolio of integrated campaigns, fundraising programmes and live events.
- Anniversary event concept and guest experience: campaign idea, visual direction or mood board, event concepts, donor experience and fundraising approach.
- Technical proposal: methodology, work plan, deliverables, team roles, assumptions and responsibilities of the agency and ZINAPAH.
- Budget detailed proposal: agency fees, production costs, third-party costs, travel/logistics, taxes if applicable, and optional services.

- Project timeline: key milestones from appointment through campaign launch, event delivery and reporting.
- References: at least two relevant client references

## 8. Evaluation Criteria

|    | Evaluation Criteria                                | What to assess                                                                                                                                                                    | Weight |
|----|----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1. | Strategic approach and integrated campaign concept | Quality of the communications strategy, Armenia–Diaspora approach, audience segmentation, key messages and integration of donor engagement with anniversary activities            | 25%    |
| 2. | Creativity and quality of proposed ideas           | Originality, emotional impact, relevance to ZINAPAH's values, ability to engage the public, donors, partners and beneficiaries                                                    | 25%    |
| 3. | Relevant experience and implementation capacity    | Experience with anniversary campaigns, fundraising/donor engagement, public events, media relations and Diaspora communications; qualifications of the proposed team and partners | 20%    |
| 4. | Budget, value for money and measurement            | Cost-effectiveness, budget clarity, deliverables, timeline, KPIs, monitoring and evaluation methodology                                                                           | 30%    |

The Armenia and Diaspora components are subject to separate evaluation: the Committee may select a winner for each component separately, or a single agency for both combined.

## 9. Indicative Procurement Timeline

- Proposal submission deadline: 2 November 2026
- Proposal evaluation: 9 November 2026
- Notification of selected agency: 10 November 2026
- Contract signing: 23 November 2026
- Campaign and event delivery: in accordance with the agreed implementation plan, culminating in the 2027 anniversary period.

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