



REQUEST FOR PROPOSAL

VIRTUAL REWARDS/LOYALTY PRODUCT BUILD

The youth organization known as 4-H Alberta would like to commission a virtual rewards/loyalty program for its members. Therefore, 4-H Alberta is seeking bids from qualified companies based on the information provided in this Request for Proposal. Ideally, this product will be a homegrown, Alberta or Canadian-based company.

MORE ABOUT 4-H ALBERTA

Background – 4-H Alberta is the premier youth development program in the province. Established in 1917, 4-H Alberta has been providing personal and leadership development skills and community engagement to its members aged 6 to 20. The 4-H community is historically rural-based, but there is an opportunity to expand into more urban communities, provided there are programs in place to entice potential new members. To enable members to participate more actively in the many programs that 4-H Alberta offers, a rewards program would encourage participation by providing incentives for their involvement.

REQUIREMENTS OF THIS PRODUCT:

- 1). Offer a points program that is easy to implement and has flexibility for different types of rewards
- 2). Showcase partners and sponsors regularly throughout the program
- 3). Provide points for any engagement, for example, offline/online participation, survey or form completion, etc.
- 4). The ability to submit events into the program within an established approval process

SPECIFICATIONS

This rewards program must be easily accessible to members from across the province of Alberta. Having an online presence is essential for communication and accessibility. This program must be mobile-based and adhere to the 4-H Alberta brand standards.

Learn To Do By Doing



DETAILED SCOPE OF WORK – KEY CONSIDERATIONS

- Provide points for various engagements (for example, event attendance, offline/online participation, survey completion, etc.)
- Ability to provide points to groups as well as individuals
- Geospatial awareness for event tracking
- Prizes and earned rewards, with the ability to enter and monitor interest
- Points and a form of currency for rewards
- Achievements and goals
- Have the ability for the community to contribute events
- Users can set up a profile that keeps track of their historical event entries
- Built-in flexibility to evolve to meet changing demands and member programming
- Multiple users should be able to add an event for points
- Ability to survey participants on an event for feedback, to direct future programming
- Would require a web app as opposed to a mobile app for this program
- Could be either a platform solution (i.e. Facebook or AirMiles,) or a custom 4-H solution
- Allow Senior 4-H Members opportunities to offer input and demo product
- Understand legalities around contests, rewards, and points in Alberta and Canada.
- Understand legalities around the collection of information and privacy of youth.
- Relevant experience in the tech industry

REQUEST FOR PROPOSAL MILESTONES

Information required from the bidder

Please provide us with:

- your company history, including any specifics regarding the provision of services comparable to those listed in this document
- an example of a relevant or similar software or prototype that you have developed and a demonstration of this product and proof of concept
- any specific questions related to the program specifications or key considerations outlined previously
- any concerns or limitations you may have in the development of this rewards program.

Learn To Do By Doing



- two client references that we may contact

In keeping with our organization's timeline for implementation of this program, please ensure that questions regarding this Request for Proposal are submitted to our organization in a timely manner so that we can provide clarity where needed before the deadline for communications of **November 9th at 12 noon MST**.

Contract terms

Flexible term contracts and timeframes can be negotiated.

Decision criteria

The successful bidder will be selected based on the following criteria:

- Quality of proposal content
- Price
- Relevant experience
- Technical capabilities
- Service delivery standards
- Presentation
- Compatibility

Proposal bid submission deadline

Bid submissions for this proposal, either through mail or email, must be received by 4-H Alberta on **November 16th at 12 noon MST**. Any bids received after that time will not be considered.

Contract award date

The contract for this program will be awarded on **November 30th**.

Contact Information

Please contact RFP@4HAB.com for questions or to apply.