

Practical Action

REQUEST FOR PROPOSAL – PRINT PARTNER

Practical Action is an innovative international development organisation putting ingenious ideas to work so people in poverty can change their world. We believe in the power of small to change the big picture and our vision is for a world that works better for everyone.

We're a global change-making group of problem solvers, knowledge mobilisers and expert advisers who help people find solutions to some of the world's toughest problems – made worse by catastrophic climate change and persistent gender inequality.

We are a UK registered charity with live projects in Africa, Asia and Latin America, working with communities to develop long-term improvements in agriculture, climate resilience and clean energy access.

We are looking for a print supplier to fulfil the mailing of our marketing materials to existing audiences throughout the year.

We are looking for a print partner who will:

- Fulfil print of each project with a high level of quality, attention to detail, and client service
- Provide support with pricing, including quotations and updates around changes to costings
- Adhere to GDPR guidelines and measures to ensure the safety of our supporters' data, including details of use of artificial intelligence (AI) in processes
- On selection of a partner both parties would be expected to sign a data protection agreement
- Can show green credentials
- Give examples of work on charity mailings (where applicable)

We expect to see/hear evidence of the above if you're invited to meet with us as part of the selection process.

Big change starts small

T +44(0) 1926 634400 | E enquiries@practicalaction.org.uk | www.practicalaction.org | VAT No. 880 9924 76

Practical Action is a registered charity and company limited by guarantee | Reg. Charity No. 247257 | Company Reg. No. 871954

Registered office, The Robbins Building, 25 Albert Street, Rugby, CV21 2SD, United Kingdom | Patron – His Majesty, King Charles III.

SCOPE OF WORK

We are looking for:

- 1 key supplier to manage the print and fulfilment of our appeal mailings (approximately 6 a year). Including liaising with postage providers and supporting with innovation or cost saving ideas.
- 1 key supplier to manage the print and fulfilment of our Small World supporter magazine mailings (approximately 3 a year). Including liaising with postage providers and supporting with innovation or cost saving ideas.
- A panel of preferred suppliers to look after other smaller ad hoc print jobs: e.g. addressed letters and envelopes, greetings cards, leaflets and flyers

Prospective suppliers can tender for one or all of the print jobs on offer – please make it clear in your proposal document which job you would like to be considered for.

TIMELINE

- 1) Practical Action issues invitation to tender 7th May 2026
- 2) Q&A and proposal writing period 8th – 18th May 2026
- 3) Proposal document due (5pm GMT) 19th May 2026
- 4) Review of proposal documents by Practical Action 20th – 28th May 2026
- 5) Notification to shortlist 1st June 2026
- 6) Shortlist meetings (online) 2nd – 12th June 2026
- 7) Vendor selection 16th June 2026

WHAT WE'RE EXPECTING AT EACH STAGE

Proposal document:

- In your initial proposal submitted via email to marketing.procurement@practicalaction.org.uk we would like to see:
 - About your organisation
 - Details about client services
 - Which area of work you would like to be considered for e.g. our appeal mailings, or supporter magazine mailing
 - Information about pricing

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- Experience working on charity mailings

Shortlist meetings:

- If you are shortlisted and are invited to an online meeting with us, we will talk through your proposal document and evidence of the following:
 - Fulfilment of each project with a high level of quality, attention to detail, and client service
 - How you work with other suppliers (e.g. postage)
 - How you approach problem solving
 - Adherence to GDPR guidelines and measures to ensure the security of our supporters' data, including details of use of artificial intelligence (AI) in processes
 - Share relevant experience in the charity sector
 - Give evidence of 'green credentials'
 - Share examples of innovation with appeal mailings (where applicable)
 - Client testimonials
 - If you want to send us hard copy examples of work let us know

If shortlisted, you will be required to share the business' previous years accounts and business plan with us.

TYPICAL SPECIFICATION

Here's some guidance as to the typical specification of our mailings. They do differ in size, format and the amount of pack elements throughout the year, but this is what we usually include in a typical pack to help give you an idea for estimating costs.

Small World magazine specification

A4 12pp magazine (self cover), 90gsm

C5 Gummed window wallet, standard white stock

Lettershop: A4 2pp letter/donation form, 90gsm uncoated (Letter/don is x 1 A4 form). 1 x Base letter with up to 8 versions of letter text, 7 x versions of donation form

Business reply envelope (BRE): 102mm x 216mm gummed non window wallet, uncoated stock, 80gsm

Quantities: Please quote for 10,000, 15,000, 20,000, 25,000 packs

Appeal specification

A5 6pp Leaflet 120gsm x 1 version

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Outer Envelope – C5

A4 2pp letter 90gsm – 3 variants

A4 2pp donation form 90gsm – approx. 5 variants

Business reply envelope (BRE): 102mm x 216mm gummed non window wallet, uncoated stock, 80gsm.

Quantities: Please quote for 10,000, 15,000, 20,000, 25,000 packs

Examples of artwork of the types of print jobs included are available on request

More details can be shared upon request from interested vendors (and pending signing of relevant confidentiality agreement) if you require more information to be able to send us costs - to make this request & obtain said agreement please contact marketing.procurement@practicalaction.org.uk with the subject line 'Request for print partner RFP & NDA - [vendor name]' before 14th May 2026.

If you are interested in being on our preferred supplier list for smaller ad-hoc jobs please send us a price list for:

Item	Quantity
Posters – A4 80gsm	50, 100, 200
Leaflets – A5 6pp leaflet uncoated 120gsm	100, 250, 500
Business cards - 300gsm uncoated full colour	50, 100, 200
Addressed letters/envelopes	250, 500, 1000
Greetings cards	500, 1000, 1500

Please send all communication to Marketing.Procurement@practicalaction.org.uk with the subject line 'Print Procurement 2026'.

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