

Request for Proposals

- Salesforce Consultancy

RFP n#: 2025-6-FS-SFCONSULTANT

Location: Remote, must be able to operate in GMT and IST time zones.

Start date: 15 August 2025

End date: 6 months with intention for 2 years



Better Cotton key contact:
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IT & Data

All applications must be submitted via [this form](#).

You may submit questions to tender@bettercotton.org - RFP n# "2025-6-FS-SFCONSULTANT" until 4th July 2025.

Questions, requests and applications sent after the deadline (13th July 2025) will only be considered in exceptional circumstances.

Description

Better Cotton is the world's largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. In difficult times, we are meeting the challenge head on. Through our network of field-level partners we have provided training on more sustainable farming practices to more than 2.9 million cotton farmers in 26 countries. More than a fifth of the world's cotton is now grown under the Better Cotton Standard and our membership network includes more than 2,400 members.

More information about Better Cotton can be found on our website: www.bettercotton.org

Background

We are seeking proposals from skilled organisations interested in supporting the work of our IT & Data function, specifically the IT Services Team (IST)'s Customer Relationship Management (CRM) workflow.

IST are responsible for maintaining and enhancing our technological infrastructure. This includes overseeing the development and management of software applications, ensuring data integrity, and

providing technical support to all staff members. The team plays a pivotal role in driving digital transformation within the organisation.

We use Salesforce to support our CRM workstream. The platform is integral to our mission, aiding in the efficient management of donor relations, program implementation, and stakeholder engagement.

Our organisation is operating primarily on Sales and Experience clouds with plans to enable Service Cloud later this year. We are also considering developments to improve fundraising capabilities (major donors), training delivery, event management and marketing.

Other tools in our stack linked to the CRM workstream:

- Certinia
- ChainPoint
- Conga
- Expensify
- FormAssembly
- Gearset
- Microsoft 365 (Teams, SharePoint, PowerBI etc.)
- Mailchimp
- Moodle
- Own
- Trakstar
- WordPress

Scope of Work

Our intention is to identify a long term service provider with a likely initial contract of 6 months and based on performance could be extended to an additional 2 years.

As we continue to grow our network it is pivotal that the CRM workstream is prepared to scale. The expected output from this consultancy will be:

1. **Managed Services:** The consultant will act as a soundboard for strategic decisions and serve as Level 3 support for complex issues. Responsibilities will include:
 - a. Providing expert advice on the strategic use of Salesforce clouds and features within Better Cotton.
 - b. Assisting with troubleshooting and resolution of issues that cannot be addressed by in-house support.
2. **Development Services:** The consultant will act as both the project manager and developer for mutually agreed-upon projects. Responsibilities will include:
 - a. Collaborating with Better Cotton's IT Services Team to define project requirements and deliverables.
 - b. Developing custom Salesforce solutions to meet specific organisational needs.
 - c. Conducting rigorous testing and quality assurance to ensure the reliability and effectiveness of new developments.
 - d. Thoroughly documenting all new development and improvements.

In addition to skills, competencies and expertise, we will consider value for money and demonstrable commitment to the sustainability field to evaluate applications.

High-level Timeline

13 July 2025	Applications deadline All applications must be submitted via this form .
14 th July to 25 July 2025	Applications review & shortlisting / Interviews
28 July 2025	The successful applicant will be notified Unsuccessful <u>shortlisted</u> applicants will also be notified
15 August 2025	Start of the consultancy

Required Skills & Knowledge

Skills, Knowledge and Experience
<i>Essential</i>
10+ Years of experience in Salesforce Development
Excellent proficiency in Sales, Service, and Experience Clouds development
Understanding of non-profit sector needs
Fluent in English
Be consistently available in IST and GMT/BST time zones
<i>Optional</i>
Strong experience integrating Microsoft 365 suite of tools with Salesforce
Strong understanding in Non-profit and Marketing Clouds development
Proficiency in Certinia and other tools in the tech stack (listed above)

Application Requirements

Please note that we have changed our RFP submission protocol, and this is now in two phases;

- Phase 1: Initial details will be submitted on the form found in this [link](#).
- Phase 2: You will receive an email with live links to upload relevant documents (please check your Spam and Junk folders)

Proposals responding to this Request for Proposals should be a maximum of 10 pages (excluding CVs), and include the following:

- Overview of relevant experience
- Proposed methodology and timeline
- Detailed and transparent budget, in EUROS, including time allocation and day rates

We thank all applicants for their interest; however only shortlisted applicants will be contacted.

Better Cotton is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under the principles and subject to Better Cotton's policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Technical Evaluation Criteria

- Demonstrated understanding of this RFP
- Quality and clarity of the proposed approach and methodology
- Feasibility of the proposed activity plan and timeline, and appropriateness of time allocated to delivering each task
- Relevant professional experience of the proposed consultant(s)
- Quality and relevance of the sample work submitted

Financial Evaluation Criteria

- Quality and clarity of budget provided, and level of detail included
- Alignment of the budget to the activity timeline detailed in the technical proposal
- Value for money
- Adherence to the available budget