

Q4 2026 Annual Appeal

Request for Proposal

August 2026

1. Overview

GoodVision USA is soliciting proposals from fundraising partners for our Q4 2026 annual appeal: a fixed budget of \$50,000, inclusive of all agency fees and program costs, with a target of \$150,000 or more in appeal-attributable donation revenue.

We're not prescribing the audience or channel strategy. We want a partner who will bring their own point of view on how to get there, grounded in specific, defensible assumptions rather than a topline promise.

2. About GoodVision

GoodVision USA is the U.S. fundraising arm of GoodVision, a nonprofit providing low-cost eyeglasses to people in low- and middle-income countries who cannot otherwise afford vision correction. Since 2014, GoodVision has:

- Distributed over 1 million pairs of glasses
- Conducted over 2.2 million free eye screenings
- Coordinated over 13,000 cataract surgeries
- Created over 530 permanent local jobs
- Operated across 11 countries in Asia, Africa, and South America
- Produced glasses locally for as little as \$1 in materials

Every \$1 invested in global vision care returns an estimated \$28 in economic benefit, through improved employment, education, safety, and civic participation. GoodVision received the 2024 NOW Optical Achievement Award for innovation in global eye health.

GoodVision USA ran its first major U.S. fundraising campaign, "See The Difference," from December 2025 through February 2026. That campaign built the assets and data this appeal can draw on.

3. Available Assets & Context

This appeal doesn't start from zero. Here's what's available to build from:

- GoodVision USA's existing donor file
- 10,000+ leads generated via Meta lead ads during the 2025–26 campaign, and an email list that grew 6x over that campaign's 10-week run. Note: these came through low-friction lead-ad signups, so their quality and donation-readiness are unconfirmed
- Retargeting pools and pixel data from that campaign's paid social activity
- Creative assets built around GoodVision's "See The Difference" transformation concept, a donor welcome series, and a redesigned donation page (GiveLively)

We're not asking you to build a plan around any one of these, and we're not limiting this to digital channels. Propose whatever mix of audiences and channels, digital or otherwise, existing or net-new, you believe gets us to \$150,000 within a \$50,000 budget. Tell us how much weight, if any, you'd place on the subscriber list specifically, and how you'd validate its quality (for example, a small test segment) before committing significant budget to it.

Worth knowing if you're weighing offline tactics: GoodVision USA doesn't currently have offline fundraising infrastructure in place (a mail house relationship, USPS nonprofit permit, and so on), so factor setup time and cost into any such recommendation.

This engagement does not include budget for new brand or campaign creative, such as photo or video production; we expect the existing “See The Difference” visual concept to carry through. If your recommended approach requires new production, for example a mail piece, include that cost within the \$50,000 and explain the trade-off against other uses of the budget.

4. Budget & Return Target

Total budget: \$50,000, inclusive of agency fees and all program costs (media, production, postage, and so on)
Target: \$150,000 or more in appeal-attributable donation revenue (net new and renewed gifts), measured from campaign launch through December 31, 2026, with a 60-day tail tracked into early 2027
We're open to alternative fee structures, including a reduced flat fee paired with a bonus tied to results above target.

5. Context From Our Last Campaign

The table below summarizes results from GoodVision USA's first campaign. We're sharing it as grounding, not direction.

Channel	What It Drove	Cost per Outcome
Meta lead generation	10,011 new leads	\$3.61 per lead (44% below industry benchmark)
Meta donation ads (cold traffic)	44 donations	\$169.64 per donation
Meta retargeting (engaged audiences)	Donor conversion	\$156.06 per donor
Email list lookalike (1%)	Donor conversion (small sample)	\$137.98 per donor
Full campaign total	\$21,213 raised, 83 new donors	vs. \$100,000 invested

Takeaway: we're sharing this so proposals are grounded in our actual results, not assumptions. Everything above is digital because that's the only channel we've tested so far, not because it's the only channel we're open to. We're not prescribing which audiences or channels to prioritize, including how much weight, if any, to place on our existing subscriber list. Tell us where you'd place the \$50,000 and why.

6. Proposal Requirements

Please submit a proposal of no more than 6 pages (plus up to 2 relevant work samples or case studies) covering:

- Strategic Approach & Audience/Channel Strategy: your recommended mix of audiences and channels to reach \$150,000, and your reasoning, including your view on the existing subscriber list's quality and how much (if any) budget you'd commit to it before validating that quality
- Budget Allocation & ROI Modeling: a channel-by-channel breakdown of the \$50,000, your assumed cost-per-donor or conversion rate per channel, and an expected revenue range with the assumptions behind it, not a single topline number
- Creative Approach: how you'd adapt existing GoodVision assets for this appeal; note any minimal refresh needs
- Partnership Structure: proposed fee model, team structure, and reporting cadence; note whether a performance-based fee structure is something you're able to offer
- Relevant Experience: 2–3 examples of donor-conversion or annual appeal campaigns you've run, ideally at a comparable budget scale, with results

7. Evaluation Criteria

Criteria	Weight
Strategic approach & audience/channel strategy	30%
ROI modeling & budget rigor	30%
Relevant experience at comparable scale	25%
Partnership fit & fee structure	15%

8. Timeline

If your recommended approach includes tactics with longer production or delivery lead times (for example, direct mail), build that realistically into the plan below, including a phased start if needed.

Milestone	Date
Proposal deadline	Friday, September 12, 2026
Finalist conversations	September 15–18, 2026
Partner decision	Tuesday, September 22, 2026
Onboarding & campaign development	September 23–October 31, 2026
Campaign launch	Monday, November 2, 2026
Giving Tuesday	Tuesday, December 1, 2026
Campaign close	Thursday, December 31, 2026
Wrap report	Saturday, January 30, 2027

9. How to Respond

Please submit proposals to Matt Gianino, Executive Director, GoodVision USA, at matt.gianino@goodvision.org, by the deadline above. Questions are welcome at any point in this process and we're happy to schedule a short call before you submit.