OPEN CALL FOR EXPRESSIONS OF INTEREST

from

QUALIFIED ONLINE DATA COLLECTION AND POLLING FIRMS

17 April 2020

Overview

Promundo US seeks expressions of interest from qualified data collection and/or polling firms who are capable of designing and fielding online or phone based survey research. This call for expressions of interest is open until further notice and does not imply an offer of employment or hire. Expressions of interest should be submitted in pdf form by email to research@promundoglobal.org.

About Promundo-US

Since its founding in Brazil in 1997, Promundo has worked in collaboration with partners to advance gender equality and prevent violence in over 40 countries around the world through high-impact research and evaluation, targeted advocacy efforts, and evidence-based educational and community-wide program implementation. Promundo is recognized as a global leader in promoting gender justice and preventing violence by engaging men and boys in partnership with women, girls, and individuals of all gender identities.

Promundo’s initiatives, informed and driven by evidence, strive to create change at multiple levels: in addition to working with individuals, we use campaigns and local activism to build community support, and we advocate with institutions and governments to adopt policies and scale up programs that reinforce personal and social change. This work has been supported by the United Nations, World Bank, the World Health Organization, and national governments, among others.

Promundo’s research team regularly fields surveys and other modes of research in the US and globally, with a variety of audiences, locations, and sample sizes, always in collaborative partnerships. Our library of research publications, curricula, and other materials is freely available for download at www.promundoglobal.org/resources.

Desired Qualifications of Data Collection and Polling Firms

Promundo regularly relies on the services of data collection and polling firms to complete our studies and serve our mission. This call is intended to broaden our network of known data collection partners, particularly those capable of fielding high quality innovative research online. Following receipt of expressions of interest, Promundo staff will be in contact with firms who present a profile that we believe will be beneficial to our work. This contact may be simply to establish a relationship, or may come when a concrete funding opportunity arises. The submissions that will be most likely to lead to future partnerships will demonstrate the following qualifications and capabilities:
• **Successful track record in designing sampling strategies and recruiting representative samples:**
In your submission, please share with us details of your panel and/or sampling and recruitment mechanisms and, including strategies to achieve population-level representativeness for respondents by age, race, socio-economic status, sexual orientation and gender identity, urban/rural status, and other key demographics. We are interested in whether you are able to track and recontact specific respondents. **Please be sure to specify the geographic areas and/or specific populations you specialize in, if applicable.**

• **Commitment to and protocols for ensuring the safety of participants and their data, especially when researching sensitive topics:** Promundo frequently collects data on the use of violence against women, sexual assault and harassment, mental health, drinking and drug use, or other sensitive topics where respondent safety is paramount and the risk of underreporting is high. Please share with us your experience with these topics, any restrictions you have on asking these questions, and your typical protocols for ensuring data privacy and security. Please also describe your experience with ethical review boards, if any.

• **Collaborative work approach and strong, transparent communication skills:** Our best partnerships require clear and open communication, so that all partners are aware of decision-making processes, from major strategic decisions down to line-by-line edits in a questionnaire, and everything in between. Please describe your approach to and tools for collaboration and communication with clients/partners.

• **Effective, continuous quality assurance mechanisms:** Please describe your standard process for checking data in real-time and when the survey closes, including to verify sub-sample distributions, ensure that skip patterns are functioning effectively, check for any internally contradictory answers, or otherwise. If relevant, share any standard process or protocol you apply to clean and code data prior to delivering it to clients.

• **Ability to support high quality translations of data collection tools and work in multiple languages:** As Promundo’s research is often international or multi-lingual in nature, please describe the process applied to produce highly accurate translations of survey instruments in your experience.

• **Skills in data analysis, including data visualizations and preparing slide decks for policy impact:** Please share any relevant information about your approach to data analysis and preparation of findings for policy impact. While this often is Promundo’s role in any future partnership, we are interested to know what kinds of deliverables your firm may be particularly skilled at delivering, from infographics to databases to slide decks, etc.

• **Writing ability:** We welcome writing samples, including (but not limited to) narrative analytical reports as well as written descriptions of data collection methodologies and sample breakdowns, to demonstrate your team’s ability to communicate research methods and findings in a concise, compelling, and effective style.

• **Prior experience with and familiarity with research topics related to gender equality, racial justice, and social justice:** While not a pre-requisite, prior experience in conducting research on
Promundo’s topics of interest will potentially bring value to any future partnership. Please share any experience and/or research products related to: women’s economic empowerment; sexual and reproductive health and rights; intimate partner violence; sexual violence; discrimination based on race, sexual orientation, and gender identity; and any other topics that you deem relevant.

- **High value for money and ability to mobilize rapidly:** If feasible, please share information about your fee structure and typical timelines.

While we use the word “firms” for the sake of concision throughout this document, we welcome applications from any organization, whether non-profit or for profit, including universities, who can demonstrate the skills outlined above. Promundo’s research staff is accessible at research@promundoglobal.org if you have questions while preparing your submission.

In general, an expression of interest at or under 5-7 pages is likely to be most effective, though we welcome additional attachments such as past research products, writing samples, fee schedules, or others. Please include a clear description of your areas of interest and expertise, geographic reach, range of data collection options or methods (e.g. online surveys, SMS, virtual focus groups), key team members, and any other information that would help us learn more about you.

**Additional Notes**

Promundo seeks to embody its goals and mission in our hiring and partnership practices, granting equal opportunity and treatment to all regardless of religion, gender identity, sexual orientation, racial or ethnic background, or otherwise. We welcome expressions of interest from organizations of all sizes and locations, but especially encourage applications from women and/or minority-led organizations, as well as organizations based in the global South. Prior to any funded partnership, data collection firms will be required to sign onto Promundo’s anti-harassment and child safety policies.

We thank you for your consideration!