



DIGITAL PRESENCE AND COMMUNICATIONS TOOLKIT

REQUEST FOR QUOTATION (RFQ)

AUGUST 2026

1. INTRODUCTION

The Connectivity Coalition (“the Coalition”) is a multi-stakeholder initiative convened by the DG Murray Trust (DGMT) and Kagiso Trust (KT), which together serve as the Secretariat. The Coalition brings together civil society, public institutions, private sector actors and other organisations with a shared interest in ensuring that more people, especially those who are currently excluded or underserved, can access affordable, reliable and useful digital opportunities.

2. PURPOSE AND OBJECTIVES

The coalition needs a credible, public-facing and independent voice and this assignment will help establish that voice through an integrated digital presence, website, and practical digital communications materials that coalition members can use consistently from the coalition launch and subsequent policy engagements. The objectives are to:

- Develop a clear public identity, independent voice, logo and positioning for the Connectivity Coalition
- Design and develop a website or digital landing space to host coalition information, resources and updates
- Develop a shared and practical communications toolkit for coalition members and partners
- Identify priority audiences and tailor messaging, content, and channels for each audience segment
- Prepare ready-to-use digital content and visual direction for website, social media, presentations, and partner channels
- Enable coalition members to amplify the initiative consistently through one integrated communications and digital approach

3. SCOPE OF WORK

The coalition seeks to appoint one lead service provider who can manage the full assignment. The provider may include specialist subcontractors or associates for web development, design, copywriting or mobilisation, but must remain accountable for integration, quality control, timelines and delivery. The appointed provider will be responsible for:

- Facilitating a short positioning and messaging process to agree the coalition’s public identity, voice, core messages and value proposition

- Developing a coalition logo and lightweight visual system, including logo options, final logo files, logo-use guidance, typography, colour direction and design treatment for digital and presentation materials
- Designing and developing a website for the Connectivity Coalitions, including agreed content pages, resource areas and basic analytics or update guidance
- Writing core website copy, explainer content and resource descriptions aligned to the policy brief and coalition messaging
- Identifying priority audiences and recommending appropriate communication channels for each audience segment
- Developing social media copy, visual direction and sample digital assets for coalition and member use
- Preparing media lines, key talking points and an accessible explainer aligned to launch, policy and engagement moments
- Preparing a slide deck or presentation template and member toolkit that partners can adapt for their own communication needs
- Updating the website content and toolkit after the launch and any major coalition engagements during the assignment period

Note: The coalition is seeking an integrated partner rather than several separate consultants. Proposals should therefore show how the provider will bring together strategy, copywriting, design, logo development, web development and mobilisation support under one clear project lead. The coalition does not currently have its own logo; therefore, logo development must form part of the identity work. The work should establish a distinct coalition-facing presence and practical tools that members can use without the coalition's public identity being collapsed into the brand or voice of any one supporting organisation.

4. TARGET AUDIENCES AND CHANNELS

The work should be designed for use by the Connectivity Coalition, including its secretariat, Steering Committee, Coalition members, and strategic partners working to advance meaningful connectivity and digital inclusion. Priority audiences may include government, industry, development organisations, civil society, academia, media, funders and prospective partners. The primary channels will include a dedicated website, LinkedIn, partner communication channels, presentations, and policy brief dissemination.

5. KEY OUTPUTS AND DELIVERABLES

The appointed service provider will produce an integrated package of practical, public-facing communications, digital and mobilisation outputs for the Connectivity Coalition. The deliverables should be designed for immediate use by the Secretariat, Steering Committee and coalition members before, during and after the coalition launch.

REF	DELIVERABLE	INDICATIVE TIMING
D1	Inception, positioning and audience framework. A short inception note confirming the methodology, workplan, priority audiences, communication channels, coalition positioning, tone of voice and core narrative for the assignment.	Week 1
D2	Coalition identity and lightweight visual system. Logo options, colour and typography direction, visual treatment for digital and presentation materials, and practical logo-use guidance for members and partners.	Week 2
D3	Website or digital landing space. A functional website, microsite or landing page for the Connectivity Coalition, including agreed content pages, resource areas, basic update guidance and analytics or performance-tracking setup where appropriate.	Week 3 – Week 8
D4	Core communications content package. Website copy, coalition explainer content, resource descriptions, media lines, key talking points, launch messaging and other copy required for public communication and partner amplification.	Week 5 – Week 8
D5	Social media and digital asset pack. Ready-to-use and adaptable LinkedIn and social media copy, suggested visuals or design direction, sample digital assets and guidance for coordinated amplification by coalition members.	Week 5 – Week 8
D6	Presentation template and member communications toolkit. A practical toolkit including presentation or slide deck templates, partner amplification guidance, approved language, key messages, logo-use guidance and adaptable materials for coalition member use.	Week 9 or post launch
D7	Post-launch updates and final handover pack. Updated website content, updated toolkit materials incorporating feedback from launch and early engagements, final editable files, handover guidance and recommendations for maintaining the coalition's digital presence.	Week 9 or post launch

6. DURATION AND TIMELINE

The assignment is expected to run for approximately 9 weeks from the date of contracting. Key deliverables, to be discussed at the contracting phase, will be expected prior to the Connectivity Coalition launch, which is expected to take place at the end of October 2026. Core messaging and audience mapping should be completed early in the process so that social media copy, visual direction, media lines and member-facing materials can be aligned ahead of the coalition launch and related policy brief activities. The toolkit should also be updated after the launch and after major engagements.

7. REPORTING AND COORDINATION

The service provider will report to the Coalition Coordinator, under the oversight of the Secretariat. The service provider may also be required to engage with the Coalition's Steering Committee and coordinate with other service providers on delivery, which will be managed by to the Coalition Coordinator. The Coalition will provide substantive input and review at key milestones.

8. CONFLICT OF INTEREST

Applicants must declare any actual, potential, or perceived conflict of interest, including any current membership of, or advisory relationship to, the Coalition's Steering Committee or Secretariat.

9. BUDGET AND PAYMENT

Submissions should include an itemised budget, **up to R265,000.00**, covering professional fees, estimated days, and any disbursements. Payment will be linked to milestones, namely the acceptance of the synthesis, the acceptance of the draft deliverables, and the acceptance of the final deliverables, with the exact proportions to be confirmed on contracting.

10. SUBMISSION REQUIREMENTS

Interested parties should submit a short proposal, relevant portfolio examples, team profile, proposed project lead, approach and itemised budget mapped to the deliverables above. Proposals should explain whether the bidder can deliver the full assignment in-house or through a managed team of associates or subcontractors, with one accountable lead provider. Proposals should also include examples of previous logo, identity, website and



communications toolkit work. **Submissions should be sent to Sibongakonke Dlamini at sibonga@dgmt.co.za by 28 August 2026.**