



## **Jewish National Fund – USA**

### **Request for Proposals for Israel Tour Operators**

Jewish National Fund - USA  
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**Jewish National Fund - USA invites qualified companies to submit responses to this Request for Proposals for Israel travel planning and related services.**

All proposals are to be submitted no later than **5 p.m. EST Friday, February 28, 2020**. Proposals received after the due date will not be considered. Digital copies of proposals are to be submitted via email by this date to [RFP@jnf.org](mailto:RFP@jnf.org). **Please do not call**. Any questions should be directed to [RFP@jnf.org](mailto:RFP@jnf.org).

Jewish National Fund - USA reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of Jewish National Fund - USA.

#### **I. Introduction – Organization Background**

Since 1901 Jewish National Fund - USA ('JNF-USA') has been dedicated to ensuring a strong, secure and prosperous future for the land and people of Israel. JNF-USA is fulfilling its vision of supporting population growth in the north and south and connecting the next generation to Israel by planting trees, building houses, parks, medical and trauma centers, sourcing water solutions, funding agriculture and culinary research and boosting tourism.

JNF - USA takes pride in bringing thousands of people to Israel annually on working missions and task forces, leadership development missions, trips and private tours. JNF-USA offers lay leaders, donors, unaffiliated adults, seniors, families, high school

students, college students and young adults a myriad of options for their travel. These experiences foster a connection and commitment to the land and people of Israel.

Alexander Muss High School in Israel (AMHSI), JNF-USA's college preparatory and study abroad adventure, brings approximately 1,400 high school students to Israel annually, and is positioned to double its numbers in the next 5 years. This is an important and growing segment of JNF travel and represents JNF-USA's commitment to Zionist continuity in the next generation.

In order to leverage the opportunities before us, JNF-USA's strategic roadmap, *One Billion Dollar Roadmap for the Next Decade*, is engaged in a range of groundbreaking new ventures resulting in significant, continuous and expanded travel to Israel. JNF Travel & Tours, a registered trademark of JNF-USA, (877) JNF – TOUR and Travel @jnf.org owned exclusively by JNF are vehicles for travelers to connect with JNF's travel department and tour operators and register for JNF travel.

## **II. Project, Goals and Scope of Service**

In the past 10 years JNF-USA has exponentially grown the number and variety of missions, trips and tours bringing travelers to Israel. This growth includes niche interest travel, personalized itinerary planning and brand new opportunities while increasing the frequency of the most popular trips. Most trips and tours are open to the general public and include introductory Israel travel as well as thematic tours like the Israel H2O Tour for those interested in the amazing work JNF-USA is supporting in Israel in the field of water conservation and reclamation. Trips also attract specific demographics like the Sunshine Tour for active adults, the women only Queen of Sheba Tour and Singles Tours for a variety of ages and interests.

There are also 'Working Missions' designed for JNF-USA lay leaders, task force and committee members. These missions evaluate the progress of projects, create future plans and action steps, and assess objectives. 'Leadership and Development Missions' are designed to develop and cultivate current and future leaders. And JNF-USA offers 'invitation only' trips designed for specific audiences. This is all in addition to students JNF-USA attracts to attend AMHSI, the college students participating on JNF-USA Israel programs and, of course, JNF-USA Shorashim Birthright trips. These programs bring an additional 4,420 students to Israel, for a total of 7,027 annual Israel travelers in 2019.

JNF-USA seeks to engage the services of tour operators to accommodate the continued growth and to develop innovative itineraries and meaningful Israel travel experiences for its participants. Cognizant of the breadth and variety of the Israel opportunities JNF-USA offers, JNF-USA encourages all qualified tour operators to respond to this RFP. *No single tour operator is expected to excel in all aspects of the travel JNF-USA offers and, for that reason, JNF-USA seeks to select, through this RFP process, a small number of experienced tour operators with whom to work.*

The selected provider(s) will service JNF-USA and its client base as follows:

- Prepare creative and innovative itineraries for different audiences of Israel travelers
- Develop these itineraries with an understanding of JNF-USA's vision, projects and affiliates in Israel
- Work closely with JNF-USA staff in Israel and the U.S. and with JNF-USA lay leaders and with JNF-USA's Marketing & Communications Department and assist with travel related marketed campaigns, as appropriate
- Incorporate visits to JNF-USA projects in the itineraries with an understanding of the itinerary goal as communicated by JNF-USA staff
- Manage online registration sites for each JNF-USA mission/trip and share access with JNF-USA staff and provide travel related website and phone service assistance
- Operate within a set budget and communicate timely and effectively if unable to do so
- Provide a detailed cost breakdown for each mission/trip
- Suggest new cultural events, restaurants and experiences relevant to the particular mission or trip
- Regularly communicate with JNF-USA staff and lay leaders and respond in a timely manner to requests and emails
- Ability to secure various levels of accommodations at competitive pricing
- Secure accommodations and reservations
- 'Hands on' involvement with tour and trip participants while in Israel, as needed
- 'Trouble shoot' both in Israel and prior to leaving in a timely and appropriate manner, including but not limited to, providing alternatives for security, weather and other issues as appropriate.

### **III. Anticipated Selection Schedule**

The Request for Proposal timeline is as follows:

- Request for RFP Issued: January 30, 2020
- Proposals Due: February 28, 2020 at 5 p.m. EST
- Selection of Finalists for Interviews: March 27, 2020
- Finalist Interviews Completed: May 1, 2020
- Contract Award / Notification to Unsuccessful Bidders: May 15, 2020

### **IV. Time and Submission of Proposals**

The RFP will be posted on the JNF-USA website and can be downloaded from there directly as of **9 a.m. EST on January 30, 2020.**

All proposals are to be submitted no later than **5 p.m. EST on February 28, 2020**. Any proposals received after the due date will not be considered. Digital copies of proposals are to be submitted via email by this date to [RFP@jnf.org](mailto:RFP@jnf.org).

## **V. Elements of Proposal**

JNF-USA is interested in understanding the abilities and qualifications of your tour company. Please address the following topics of inquiry:

**Company history and background:** Include Company's principle owners, publicly available financials, current service offerings, general capabilities as a travel company, market penetration and industry positioning. Explain company growth projections and strategies.

**Organizational Capacity:** List your in-house departments and the approximate number of personnel in each. Provide employment structure (employees, independent contractors) as well as staff credentials and professional requirements (certifications, education, experience, etc.). Give approximate number of trips typically worked on by each department at any given point in time.

**Approach:** Discuss your general approach to Israel travel, organizational priorities and customer service.

**Specific Expertise:** Describe your area of expertise as a tour company and what separates you from others in your industry. Please provide examples of your prior work to illustrate these capabilities.

**Experience Working with Non-Profit Organizations:** Provide pricing models (including any applicable discounts from suggested retail or list prices) and program registration procedures. Cite examples of travel services similar to those requested by JNF that you completed in the past and describe specific lessons learned that you will bring to our travel services.

**Compliance and Compatibility:** Discuss how your team works to ensure compliance with any applicable industry standards. Please list all current and past lawsuits naming the Company and/or its principle owners/shareholders.

**Proposed Project Personnel:** Provide a list of the principal personnel that would lead your team for our Israel travel services, along with a short bio for each listing their qualifications and experience.

**Investment:** List the specific services you are proposing for JNF-USA travel.

**Timeline:** Provide an approximate timeline to plan an Israel travel experience by breaking the process into stages and time ranges for each to be completed.

**Personal Travel Insurance:** May be offered or provided by operator for the benefit of the individual travel participant.

**References:** Provide a list of three client references. Please include a contact name and full contact information for each.

## **VI. Evaluation Criteria**

The successful respondent will have:

- Operated continuously as a travel company for a minimum of 3 years or equivalent experience, and possess full-service, in-house capabilities for itinerary development, online registration and other services commonly performed by a full service travel company
- Experience, knowledge, creativity, skills, and qualifications of the travel company and the individuals who will provide these services
- Competitive cost of services
- Expertise of the travel company working with a similar customer base
- Extensive experience in the Israel travel field

## **VII. Company Services**

Respondents must provide information regarding service capabilities below:

- Capacity and infrastructure to deliver on all elements listed in above;
- Provide standard service level agreements (SLAs); and
- Execute Conflict of Interest provided by JNF-USA
- Agree to purchase, prior to the commencement of services, and maintain for the duration of the contract, insurance coverage in the minimum amounts dictated by JNF-USA.

## **VIII. Miscellaneous**

- **Signed statement:** must be submitted disclosing any familial or social relationship that exists between the owner or any employee of the Company and any staff or Board member of JNF-USA.

- **Contract Award:** JNF-USA reserves the right to award contract(s) in a manner deemed to be in the best interest of the JNF-USA.
- **Term:** The contract(s) potentially resulting from this RFP shall be in effect approximately 3 years. JNF-USA reserves the right to extend the contract(s), or parts thereof, for a period up to or exceeding the full original contract(s) term with mutual consent between both parties. JNF-USA reserves the right to terminate the contract(s) in accordance with the termination provisions set forth in the contract(s).
- **Amendment or Cancellation of the RFP:** JNF-USA reserves the right to cancel, amend, modify or otherwise change this RFP at any time if it deems it to be in the best interest of JNF-USA to do so. JNF-USA, at its option, may seek proposer retraction and/or clarification in any discrepancy or contradiction found during its review of proposals.
- **Presentation of Supporting Evidence:** Company(s) may be invited to present to JNF-USA, at JNF-USA's discretion, to provide additional evidence of experience, performance, ability, and/or financial surety that JNF-USA deems to be necessary or appropriate to fully establish the performance capabilities represented in their proposals.
- **Demonstration of Proposed Services:** At the discretion of JNF-USA, Company must be able to confirm their ability to provide all proposed services. Any required confirmation must be provided without cost to JNF-USA.
- **Erroneous Awards:** JNF-USA reserves the right to correct inaccurate awards. This may include, in extreme circumstances, revoking the awarding of a contract already made to a Company and subsequently awarding the contract to another Company. Such action on the part of JNF-USA shall not constitute a breach of contract on the part of JNF-USA, since the contract with the initial Company is deemed to be void and of no effect (as if no contract ever existed between JNF-USA and such Company).
- **Proposal Expenses:** Company is responsible for all costs and expenses incurred in the preparation of proposals and for any subsequent work on the proposal that is required by JNF-USA.
- **Ownership of Proposals:** All proposals shall become the sole property of JNF-USA and will not be returned.