



Invitation to Tender: Volunteer Management Support for Gingerbread

1. Introduction

Gingerbread is the leading charity working with single parent families in England and Wales. For over 100 years, we've been championing the voices and rights of single parents, providing vital support services, and challenging stigma and systemic disadvantage.

We are seeking to appoint a volunteer management system provider to support the development and delivery of our volunteer programme. This system will help us manage the full volunteer lifecycle, from onboarding and active engagement to offboarding, while integrating with our existing platforms.

2. Invitation to Tender

We are seeking to appoint a supplier to provide a volunteer management platform to support a current volunteer group of 60+ volunteers, with the potential to expand.

3. Requirements

The selected provider will deliver a volunteer management system that supports:

- Full volunteer lifecycle management (onboarding, active management, offboarding)
- Customizable workflows and role-specific configurations (e.g. Group Lead, Campaigner)
- Integration with Salesforce and Mailchimp for data and communications
- Secure registration processes including automated disclaimers and agreements.
- Reporting, analytics, and engagement tracking
- Scalable infrastructure to support future growth.
- User-friendly interface for volunteers and administrators

4. Budget

We welcome proposals that offer good value for money, including small charity or not for profit rates,

5. Contract Duration

Initial 12-month term (with option to renew), starting from September 2025.

6. Evaluation Criteria

We are looking for a provider that can demonstrate:

- Proven experience delivering volunteer management systems for charities.
- Strong integration capabilities with Salesforce and Mailchimp
- Ability to customise workflows and user journeys
- Commitment to data security and GDPR compliance



- Responsive support and training for staff
- Value for money and scalability

7. Proposal Requirements

Please provide a short proposal covering:

- Your understanding of Gingerbread's volunteer programme and needs
- Your proposed system and approach to implementation
- Relevant experience, including 2-3 case studies
- Bios of key team members involved
- A breakdown of fees and usage of the budget
- Two client references (ideally from within the charity or social sector)

8. How to Apply

Please submit your proposal as a PDF to Ella.Whaley@gingerbread.org.uk by **10am on 3rd September 2025**.

If you have any questions or would like an informal conversation about the brief, please contact **Ella Whaley** ella.whaley@gingerbread.org.uk