



## **Direct Mail Services: Bid # 220-29**

### **Addendum # 1**

### **Question & Answer**

**Q: There isn't any direct mail acquisition referenced in the RFP. Could you confirm that you don't want acquisition to be included in the bid?**

**A: WGVSU definitely wants acquisition mail as part of the direct mail bid.**

**Q: How important is experience with Public Media station fundraising? Is this a requirement to win the business?**

**A: Having experience with public media fundraising is required.**

**Q: Quarterly DM Campaigns: mail 4 months, 2 drops per month = 8 drops total please confirm the quantity is about 24K per month, 96K annually?**

**A: Yes, that is a very close estimate. We mailed just about 78,000 add gift and lapsed letters in the past fiscal year, acquisition mailings would be in addition to that number.**

**Q: Bi-monthly Newsletters: mailed bi-monthly, even months = 12 total. How many pages total? Are these full color? Are they sent in an envelope?**

**A: One sheet, 4 pages, printed in full color, folded into a standard #10 envelope with a remit donation slip and return envelope. 82,477 newsletters sent this past fiscal year.**

**A: In regards to the "acquisition mail campaign" on page 4, is that using external lists/rental lists or only internal (lapsed members)?**

**A: This is using external rented lists. Our lapsed members are solicited separately from acquisition.**

**Q: How many active donors do you have in a fiscal year?**

**A: TV: 16,000 / FM: 2,000 / AM: 700**

**Q: Do you have a profile of your current donors?**

**A: Clarification needed. We have general donor profiling information from PBS and NPR.**

**Q: How many ever donors do they have on file?**

**A: WGVU unable to provide an answer.**

**Q: How many donors do you have giving \$1,000+ annually?**

**A: Approximately 100**

**Q: How many monthly donors do you have?**

**A: TV: 6,839 / FM: 784 / AM: 163**

**Q: What database do you work within?**

**A: Millennium (University specific database that we use in conjunction with GVSU)**

**Q: Can we get sample PDF's of: Quarterly mailings, WGVU Insider newsletter and Any digital samples or is there a portal with specifications for all of the packages for print and mail services?**

**A: WGVU unable to provide an answer.**

**Q: What Vendor is currently producing this work and why are you going out for RFP?**

**A: WGVU unable to provide an answer.**

**Q: Is the incumbent participating in this RFP?**

**A: WGVU unable to provide an answer.**

**Q: Do you require deployment services for email or will segmentation recommendation and HTML be provide for your internal team to deploy in your ESP system**

**A: TBD based on quantity**

**Q: What is your current spend on paid digital media? Working dollars V. management fee?**

**A: WGVU unable to provide an answer.**

**Q: What is your current revenue from direct mail V online?**

**A: WGVU unable to provide an answer.**

**Q: Do you have a profile of your current donors?**

**A: WGVU unable to provide an answer.**