

 **To:          Prospective Print/Mail Suppliers**

 **From:     Kip Smalligan, Procurement Services, Grand Valley State University**

 **616/331-3211   smalligk@gvsu.edu**

 **Date:      June 24, 2022**

**Re:         Request for Information**

 **Seeking Print/Mail Supplier for Annual Giving Campaign**

Grand Valley State University in Allendale, Michigan is seeking a print / mail supplier that has all of the below capabilities for its new multi-year annual giving campaign.
If you can meet all these specifications please elaborate how you will achieve that. Respond via email to Kip Smalligan at smalligk@gvsu.edu. If you have any questions contact me at 616/331-3211.

 **Segmentation & Variable Data**
A digital print solution that allows virtually unlimited segmentation and variable data

Segmentation included with each plan to personalize each project at no extra cost

Personalization of each data record including previous gift designations and gift tables

**On-Demand Ordering**

Small batch orders of 1-200 pieces submitted by 11am are printed, produced, and mailed the same day. No minimum daily, weekly, or monthly orders.

Instant online proofs for all small batch mailings such as anniversary cards, event invitations, stewardship, pledge fulfillment, and tax receipts

**Design Capabilities**
Fillable design templates in our catalog to streamline campaign execution

**Service**
Turnaround of PDF proofs of letter and self-mailer formats within 48 hours of receiving images, text, and data

A secure web application to upload content, track projects, proof, and edit data

Real-time reports that show mailing details per project for current and previous years