



Procurement Services
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ADDENDUM NO: 1

IFB/RFP No: NKU-49-19

Project /Commodity: Direct Mail Fundraising
Partner

Date: 7/18/2019

Due Date: 8/2/2019

BIDDER/RESPONDER SHALL CONFORM TO THE FOLLOWING CHANGES AS SAME SHALL BECOME BINDING UPON THE CONTRACT TO BE ISSUED IN RESPONSE TO THIS INVITATION FOR BID.

We have extended the due date to 8/2/2019 @ 2 PM ET. Last Day for questions is 7/24/2019.

Questions / Answers in Red

- In regard to Section 2.1 (Intent and Scope)(page 7 of the RFP), Northern Kentucky University (NKU) states:

The university is seeking a partner agency to collaborate with on the development of a direct mail fundraising strategy, incorporating messaging and resources from NKU's comprehensive campaign, Further, Faster: The Campaign for NKU. Services necessary include consulting, segmentation strategy, content and creative, management of printing, and results analysis for at least two direct mail campaigns (25,000 pc.).

There is the potential for the partner agency to develop additional university direct mail campaigns, which would be executed either by the internal employees or a combination of both the agency partner and internal NKU staff.

- Does NKU have any additional information and/or requirements that it can provide regarding:
 - Expectations regarding a direct mail fundraising strategy? **Currently, we engage current donors, LYBUNTS, and SYBUNTS in a Fall mailing and CYE letter. We also have a recapture mailing that is self-produced. I would say our strategy is very light. I would like to flesh this out a bit more (with available resources) to make sure we are really targeting the right folks. I am hoping to lean on the vendor to analyze our data and provide these recommendations to us.**
 - NKU's comprehensive campaign (Further, Faster: The Campaign for NKU) messaging and resources? **We have campaign case statements, logos, student stories, photos, etc. URL: nku.edu/furtherfaster**
- Can NKU provide details regarding the scope and specifications of the two direct mail campaigns (25,000 pc.) noted in Section 2.1?
 - We request that NKU provide detailed scoping requirements for the two direct mail campaigns, so that RNL is able to provide an accurate pricing proposal. Please note that in addition to the quantity (which we understand from the RFP would be 25,000 pieces for each campaign), we will need detailed information for each of the direct mail campaigns, including (but not limited to): **These are the specifications from last year, but am open to switching things up for the year. I would really recommend providing samples of your best work to demonstrate range.** whether the direct mailings are **letters** or postcards; the

size of the letters and/or post cards **legal**; the type and size of envelopes **Normal business window envelope**; the type and size of any reply cards **tear-off**

attached to letter; the type and size of any return envelopes **normal BRE**; the number of versions of copy **5-7 depending on the campaign**; and, the number of design versions **one**.

- Please note that if it would be beneficial for NKU, RNL's direct mail subject matter experts can be available for a conference call to discuss the scope and specifications of the proposed direct mail campaigns. **Is this part of the review process?**

END OF ADDENDUM

RS-7/19/2019