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ADDENDUM NO: 1

IFB/RFP No: RFP-NKU -37-2020

Project /Commodity: NKU Annual Giving Program

Date: 06/03/2020

Due Date: June 19, 2020 @ 2PM

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.

NKU Annual Giving Program

SEE QUESTIONS BELOW – ANSWERS ARE IN RED TEXT

1. Is NKU Annual Giving specifically looking to completely outsource annual fund outreach? Similar to what RNL/Wilson Bennett would call a “Master Site”, meaning a vendor employee on campus running the entire student outreach program.

Northern Kentucky University is looking for a vendor to provide a comprehensive Annual Giving plan. While it may not encompass all annual giving outreach, it would include strategies such as direct mail, texting, management of the student philanthropic Call Center (Phonathon), crowdfunding, visual caller ID, and digital ads. The vendor employee would be onsite for the 20-week Phonathon program only.

2. Would NKU be open to exploring an alternate solution, in which NKU staff would manage the student outreach program (hire/fire students, nightly management, etc.) BUT leverage Blackbaud technology to power the outreach.

We are not in a position to manage the student philanthropic Call Center (Phonathon) at this time.

Holly C. Vasquez

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**END OF
ADDENDUM**

HCV 06/03/2020