



Procurement and Contracting Services

**Request for Proposals for a Full Service
Mail Organization to Assist Arizona Public Media
in Annual Fundraising Efforts**

ADDENDUM #1

**Please mark all proposal submission
Envelopes with the following information**

Sealed RFP #L232302

Due on September 27, 2022, no later than 2:00 PM/MST

The following questions have been received by the technical question due date of September 13, 2022, by 12:00 PM/MST.

1. Is there a maximum file size to the RFP response that can be uploaded? May two zip folders be uploaded with multiple subfolders?
 - a. Please see Section 3.8 of the RFP document. Responses should be limited to two (2) files uploaded; your response, and "Attachment A" (pricing). You may include a redacted copy as well, if necessary.
2. How many responders were invited to participate in the RFP?
 - a. Not available.
3. What is the anticipated first mail date or deployment date for work under this RFP?
 - a. March 2023
4. Can you share any direct mail results? Can you share any digital revenue results or digital metrics (open rates, click through rates, response rates) to fundraising emails or other digital programs?
 - a. Not available.
5. Do you use a scan line on your direct mail replies? Do you work with a lockbox/caging company?
 - a. No, and no.
6. Are there separate TV and radio memberships? Or is there a single membership offered? If they are separate, will there be a TV and radio version of each mailing?
 - a. TV and radio are not separate, it is all under one membership.
7. How many active members do you have? How many of those are active sustainers?
 - a. Not available.
8. For Renewals, are you looking for strategy and creative only for the mail or production as well? Or would you like the program priced both ways? If you would like production pricing, could you provide estimated quantities?
 - a. Creative plus production. Please price programs both ways. The quantities vary as renewals are sent monthly. Please provide pricing at 1,000 qty on average.
9. Do you mail an upgrade or other mailings targeted to your sustainers?

a. Yes.

10. Do you currently have an acknowledgement program? Is this managed internally? How often are acknowledgements sent?

a. Yes, we have an acknowledgement program. It is managed internally. Acknowledgments are sent weekly.

11. Have you previously used modeled lists as part of acquisition mail campaigns?

a. Yes.

12. Do you currently deploy emails internally? Regarding the email services listed in the RFP, would you like to outsource the development of the emails and the deployment? What eCRM do you use internally? Does your eCRM have the ability to automate emails to supporters?

a. Yes, we deploy them internally. Yes, the vendor would be responsible for crafting and delivery of emails. Our CRM has the ability to automate list creation for export to email vendor.

13. How many email addresses do you have for the following segments: 1) sustainer, 2) active donor, 3) lapsed donor, 4) email subscribers (non-donors)?

a. Not available.

14. Do you need support for any digital only campaigns that do not align with direct mail drops? Are you interested in strategic recommendations for this type of email program?

a. We do not need support for digital only campaigns. No, we are not interested in recommendations.

15. Do you have an existing texting program? How many mobile numbers do you have on file for the following segments: 1) sustainer, 2) active, 3) lapsed, 4) subscribers?

a. Yes, we have an existing program. The number of records is not available.

16. Have you ever done paid advertising (e.g. paid search, paid display-Facebook, Instagram)? If so, what was it used for (e.g. acquiring new subscribers, membership renewal or reactivation, email lead generation for subscriber conversion)?

a. Yes, to all the above.

17. In addition to email, do you use promotions/calls outs on your website to accompany direct mail campaign drops?

a. Yes.

18. Do you use Google Analytics? If not, how do you access performance metrics for digital channels like your website, advertising, and email?

a. Yes.

19. Do you have a Google Grant? If so, how much is the grant? How is it currently used/managed?

a. No.

20. Do you use the Allegiance donation pages?

a. No.

21. Are you currently utilizing PBS Prospects and/or NPR One as part of your acquisition program?

a. Yes.

22. You mention a capital campaign. Are you currently in a capital campaign and if so which stage? When do you anticipate entering the public phase?

a. The timeline for the campaign is not public.

End of addendum, all else remains the same.