

REQUEST FOR PROPOSALS
Reissue RFP NKU-29-2023



Comprehensive NKU Annual Giving Plan
Office of the Alumni Engagement and Annual Giving

Reissue Date: May 31, 2023

ATTENTION: This is not an order. Read all instructions, terms and conditions carefully.

Proposal NO: NKU-29-2023
Issue Date: 04/17/2023
Reissue Date: 05/31/2023
Purchasing Officer: Blaine Gilmore
Phone: 859.572.6449

RETURN ORIGINAL COPY OF PROPOSAL TO:

**Northern Kentucky University
Procurement Services
1 Nunn Drive
617 Lucas Administrative Center
Highland Heights, KY 41099**

IMPORTANT: BIDS MUST BE RECEIVED BY: 06/22/2023 BEFORE 2:00 P.M. HIGHLAND HEIGHTS, KY time.

NOTICE OF REQUIREMENTS

1. The University's General Terms and Conditions and Instructions to Bidders, viewable at the [NKU Procurement Website](#), apply to this Request for Proposal.
2. Contracts resulting from this RFP must be governed by and in accordance with the laws of the Commonwealth of Kentucky.
3. Any agreement or collusion among Offerors or prospective Offerors, which restrains, tends to restrain, or is reasonably calculated to restrain competition by agreement to bid at a fixed price or to refrain from offering, or otherwise, is prohibited.
4. Any person who violates any provisions of KRS 45A.325 shall be guilty of a felony and shall be punished by a fine of not less than five thousand dollars nor more than ten thousand dollars, or be imprisoned not less than one year nor more than five years, or both such fine and imprisonment. Any firm, corporation, or association who violates any of the provisions of KRS 45A.325 shall, upon conviction, may be fined not less than ten thousand dollars or more than twenty thousand dollars.

AUTHENTICATION OF BID AND STATEMENT OF NON-COLLUSION AND NON-CONFLICT OF INTEREST

I hereby swear (or affirm) under the penalty for false swearing as provided by KRS 523.040:

1. That I am the offeror (if the offeror is an individual), a partner, (if the offeror is a partnership), or an officer or employee of the bidding corporation having authority to sign on its behalf (if the offeror is a corporation);
2. That the attached proposal has been arrived at by the offeror independently and has been submitted without collusion with, and without any agreement, understanding or planned common course of action with, any other Contractor of materials, supplies, equipment or services described in the Request for Proposal, designed to limit independent bidding or competition;
3. That the contents of the proposal have not been communicated by the offeror or its employees or agents to any person not an employee or agent of the offeror or its surety on any bond furnished with the proposal and will not be communicated to any such person prior to the official closing of the RFP;
4. That the offeror is legally entitled to enter into contracts with the Northern Kentucky University and is not in violation of any prohibited conflict of interest, including those prohibited by the provisions of KRS 45A.330 to .340, 164.390, and
5. That the Offeror, and its affiliates, are duly registered with the Kentucky Department of Revenue to collect and remit the sale and use tax imposed by Chapter 139 to the extent required by Kentucky law and will remain registered for the duration of any contract award
6. That I have fully informed myself regarding the accuracy of the statement made above.

SWORN STATEMENT OF COMPLIANCE WITH FINANCE LAWS

In accordance with KRS45A.110 (2), the undersigned hereby swears under penalty of perjury that he/she has not knowingly violated any provision of the campaign finance laws of the Commonwealth of Kentucky and that the award of a contract to a bidder will not violate any provision of the campaign finance laws of the Commonwealth of Kentucky.

CONTRACTOR REPORT OF PRIOR VIOLATIONS OF KRS CHAPTERS 136, 139, 141, 337, 338, 341 & 342

The Contractor by signing and submitting a proposal agrees as required by 45A.485 to submit final determinations of any violations of the provisions of KRS Chapters 136, 139, 141, 337, 338, 341 and 342 that have occurred in the previous five (5) years prior to the award of a contract and agrees to remain in continuous compliance with the provisions of the statutes during the duration of any contract that may be established. Final determinations of violations of these statutes must be provided to the University by the successful Contractor prior to the award of a contract.

CERTIFICATION OF NON-SEGREGATED FACILITIES

The Contractor, by submitting a proposal, certifies that he/she is in compliance with the Code of Federal Regulations, No. 41 CFR 60-1.8(b) that prohibits the maintaining of segregated facilities.

RECIPROCAL PREFERENCE

- (1) Prior to a contract being awarded to the lowest responsible and responsive bidder on a contract by a public agency, a resident bidder of the Commonwealth shall be given a preference against a nonresident bidder registered in any state that gives or requires a preference to bidders from that state. The preference shall be equal to the preference given or required by the state of the nonresident bidder.
- (2) A resident bidder is an individual, partnership, association, corporation, or other business entity that, on the date the contract is first advertised or announced as available for bidding:
 - (a) Is authorized to transact business in the Commonwealth; and
 - (b) Has for one (1) year prior to and through the date of the advertisement, filed Kentucky corporate income taxes, made payments to the Kentucky unemployment insurance fund established in KRS 341.490, and maintained a Kentucky workers' compensation policy in effect.
- (3) A nonresident bidder is an individual, partnership, association, corporation, or other business entity that does not meet the requirements of subsection (2) of this section.
- (4) If a procurement determination results in a tie between a resident bidder and a nonresident bidder, preference shall be given to the resident bidder.
- (5) This section shall apply to all contracts funded or controlled in whole or in part by a public agency.

**Request for Proposal Comprehensive
NKU Annual Giving Program
NKU-29-2023**

- (6) The Finance and Administration Cabinet shall maintain a list of states that give to or require a preference for their own resident bidders, including details of the preference given to such bidders, to be used by public agencies in determining resident bidder preferences. The cabinet shall also promulgate administrative regulations in accordance with KRS Chapter 13A establishing the procedure by which the preferences required by this section shall be given.
- (7) The preference for resident bidders shall not be given if the preference conflicts with federal law.
- (8) Any public agency soliciting or advertising for bids for contracts shall make KRS 45A.490 to 45A.494 part of the solicitation or advertisement for bids

DEFINITIONS

As used in KRS 45A.490 to 45A.494: (1) "Contract" means any agreement of a public agency, including grants and orders, for the purchase or disposal of supplies, services, construction, or any other item; and
 (2) "Public agency" has the same meaning as in KRS 61.805.

SIGNATURE REQUIRED: This proposal cannot be considered valid unless signed and dated by an authorized agent of the offeror. Type or print the signatory's name, title, address, phone number and fax number in the spaces provided. Offers signed by an agent are to be accompanied by evidence of his/her authority unless such evidence has been previously furnished to the issuing office. Your signature is acceptance to the Terms and conditions above.

DELIVERY TIME:	NAME OF COMPANY:	DUNS #
PROPOSAL FIRM THROUGH:	ADDRESS:	Phone/Fax:
PAYMENT TERMS:	CITY, STATE & ZIP CODE:	E-MAIL:
SHIPPING TERMS: F.O.B. DESTINATION - PREPAID AND ALLOWED	FEDERAL EMPLOYER ID NO.:	WEB ADDRESS:

READ CAREFULLY - SIGN IN SPACE BELOW - FAILURE TO SIGN INVALIDATES BID or OFFER

AUTHORIZED SIGNATURE: _____

NAME (Please Print Legibly): _____

TITLE: _____ DATE: _____

State of _____)

County of _____)

The foregoing statement was sworn to me this _____ day of _____, 20____, by
 _____.

(Notary Public)
 My Commission expires: _____

THIS DOCUMENT MUST BE NOTORIZED

Contents

Contract Document	# of Pages
NOTICE OF ADVERTISEMENT	1
SPECIAL CONDITIONS	2
PROPOSAL INSTRUCTIONS	14
GENERAL TERMS & CONDITIONS AND INSTRUCTIONS TO PROPOSERS	(LINKED BELOW)
ADDENDA	(ISSUED AS REQUIRED)

General Terms and Conditions and Instructions to Proposers:

[NKU Procurement Website,](#)

NOTICE OF ADVERTISEMENT

BRIEF SCOPE OF WORK:

Northern Kentucky University intends to enter into a contract with a successful responsive and responsible bidder to provide the University with a comprehensive Annual Giving plan that includes strategies such as direct mail, texting, management of the student philanthropic Call Center (Phonathon), crowdfunding, visual caller ID, and digital ads.

PROJECT TIMETABLE:

Request for Proposal Issued	April 17,2023
Request for Proposal Re-issued	May 31, 2023
Last Date for Questions	June 9, 2023
Response/Addenda Issued By	June 14, 2023
RFP Due Date	June 22, 2023
Decision Made	June 29, 2023

SUBMITTAL OF PROPOSAL:

Submit one (1) copy on an electronic storage device (CD or USB) clearly marked with the proposal number and name, firm name and what is included (Proposal) and one (1) printed original copy of the proposal in a single package and addressed to:

**Blaine Gilmore
Director, Procurement Services
Lucas Administrative Center, Suite 617
100 Nunn Drive
Northern Kentucky University
Highland Heights, KY 41099**

Note: Proposals received after the closing date and time will not be considered. In addition, proposals received via fax or e-mail are not acceptable.

Northern Kentucky University accepts deliveries of RFPs Monday through Friday from 8:15 a.m. to 4:30 p.m. Eastern Standard time. However, RFPs must be received by 2 p.m. Eastern Standard time on the date specified on the RFP in order to be considered.

Proposals shall be enclosed in sealed envelopes to the above referenced address and shall show on the face of the envelope: the closing time and date specified, the solicitation number and the name and address of the offeror.

RFP NKU-29-2023 Comprehensive Annual Giving Plan

SPECIAL CONDITIONS**GENERAL TERMS AND CONDITIONS TO PROPOSERS:**

The general terms and conditions linked below shall apply to this Bid and take precedence over any Contractor terms and conditions:

<http://procurement.nku.edu/policies/terms-and-conditions.html>

PARKING PERMITS:

Contractor must obtain parking permits for personal and company vehicles parked on campus. The contractor can obtain a permit at the NKU Welcome Center.

GOVERNING LAW:

Proposers shall conform to and observe all laws, ordinances, rules and regulations of the United States of America, Commonwealth of Kentucky, and all other local governments, public authorities, boards or offices relating to the Project Site or the improvements upon same, or the use thereof, and will not permit the same to be used for any illegal or immoral purposes, business or occupation. Kentucky Law shall govern the resulting Contract, and any claim relating to this Contract shall only be brought in the Franklin Circuit Court in accordance with KRS 45A- 245.

PAYMENT AND PERFORMANCE BONDS

Any project(s) arising out of this Request for Proposal is/are subject to the provisions of KRS 45A.190. All proposals shall take into consideration any costs associated with bonding pursuant to this statute.

TOBACCO-FREE CAMPUS

Effective January 1st, 2014, NKU became a tobacco-free campus. The use of all tobacco products is prohibited in all campus buildings and outside areas on campus.

STATUTORY AUTHORITY

Selection of firms to provide professional services to Northern Kentucky University are governed by the provisions of the Kentucky Revised Statutes, KRS 45A.085, <http://www.lrc.ky.gov/KRS/045A00/085.PDF>

FOREIGN CORPORATIONS

Foreign corporations are defined as corporations that are organized under laws other than the laws of the Commonwealth of Kentucky. Foreign corporations doing business within the Commonwealth of Kentucky are required to be registered with the Secretary of State, New Capitol Building, Frankfort, Kentucky, and must be in good standing.

The Foreign Corporate Proposer, if not registered with the Secretary of State at the time of the bid submittal, shall be required to become registered and be declared in good standing before the issuance or receipt of a contract.

DOMESTIC CORPORATIONS

Domestic corporations are required to be in good standing.

OCCUPATIONAL LICENSE

The city of Highland Heights annexed Northern Kentucky University in 2008. All contractors performing work for NKU must possess a Campbell County Occupational License and a city of Highland Heights Occupational License (administered by Campbell County) and must also pay applicable payroll taxes.

PERSONAL SERVICE CONTRACTS

This RFP is for consulting or other personal services. Kentucky law requires a Personal Services Contract to be signed by the vendor and filed with the Legislative Research Commission in Frankfort before any work beginning. KRS 45A.690 defines a Personal Service Contract as “an agreement whereby an individual, firm, partnership, or corporation is to perform certain services requiring professional skill or professional judgment for a specified period of time at a price agreed upon.” After determination but before award, a Personal Services Contract will be sent to the winning offeror for signature. Please be sure to sign and return the original contract promptly to Northern Kentucky University. A Notice of Award will not be issued until the signed Personal Services Contract has been received by Procurement Services and filed with the Legislative Research Commission in Frankfort, KY.

Regarding Personal Service Contract Invoicing

House Bill 387 has now amended Kentucky Revised Statute 45A.695(10)(A) with the following language, “No payment shall be made on any personal service contract unless the individual, firm, partnership, or corporation awarded the personal service contract submits its invoice for payment on a form established by the committee.” The Personal Service Contract Invoice Form shall be used for this purpose, and for your convenience, we have added fields so that it can be filled in online and printed. This form can be located on Northern Kentucky University’s Procurement Services website at:
http://procurement.nku.edu/departmental_forms/PSC_INVOICE_FORM.pdf

SPECIAL INSTRUCTIONS AND CONDITIONS

Northern Kentucky University intends to enter into a contract with a successful responsive and responsible bidder to provide the University with a comprehensive Annual Giving plan that includes strategies such as direct mail, texting, management of the student philanthropic Call Center (Phonathon), crowdfunding, visual caller ID and digital ads.

METHOD OF AWARD

The award will be made to the responsive and responsible bidder offering the best value to Northern Kentucky University in accordance with KRS 45A.085.

UNIVERSITY REPRESENTATIVE

A staff member of the University shall act as the University contact, during the life of the contract, and be the primary coordinator and liaison between the University and the Contractor.

TIME FOR ACCEPTANCE

Each bid shall state that it is a firm offer, which may be accepted within 60 days. Although the contract is expected to be awarded before that time, the 60-day period is requested to allow for unforeseen delays.

CANCELLATION

The resulting contract from this Request for Proposal may be cancelled by the University for non-compliance with the terms and conditions of any part of the agreement.

THE CONTRACT

By submitting a proposal, the offeror acknowledges that it has read this REQUEST FOR PROPOSAL, understands it and agrees to be bound by its requirements, terms and conditions, and further agrees that the resulting contract will consist of this RFP, any duly issued addenda and the bidder’s response will be the complete and exclusive statement of the agreement between the parties. The resulting contract, unless otherwise provided herein, can only be modified in writing signed by the selected offeror and NKU. NKU reserves the right to disqualify any proposals which take exception to the terms and conditions, including but not limited to, standards, specifications, and requirements as specified in this Request for Proposal.

PERMITS

The Contractor shall obtain all permits necessary for any or all parts of the work from the authorities governing such work. The Contractor shall procure building permits when required, but no fee shall be applicable on projects for the Commonwealth. Evidence that such permits have been issued shall be furnished to the Owner before beginning work.

PROPOSAL INSTRUCTIONS

PREPARATION AND SUBMISSION OF PROPOSALS

Proposals shall be prepared on 8-1/2" x 11" paper. The text type size shall not be less than a 12 point font. The proposals shall be indexed and all pages sequentially numbered throughout, or by section.

Elaborate graphics and expensive paper and bindings are not necessary, nor encouraged. Neatness, clarity and completeness are desired. All text and exhibits should be succinct and relevant to the RFP requirements.

EXAMINATION OF PROPOSAL DOCUMENTS

By submitting a proposal, the offeror represents that it has thoroughly examined and become familiar with the work required under this RFP and that it is capable of performing quality work to achieve the University's objectives.

PROPOSAL EVALUATION PROCESS

Proposals will be evaluated by a committee of University employees selected for the specific purpose of evaluating submitted proposals. This committee will determine each offeror's responsiveness to the RFP requirements. A proposal shall be determined unresponsive if required information is missing, or the proposal deviates from the requirements stated herein. The committee will evaluate all proposals objectively and uniformly based on submission requirements, demonstrated ability to perform and the methodology proposed to achieve a successful maintenance program. The technical evaluation of the proposals will be by University personnel selected specifically for this evaluation process. The University will then enter into final negotiations to select the finalist and award a Contract.

CONFIDENTIALITY

In accordance with KRS 45A.085 Competitive Negotiation, all proposals received or information derived therefrom remain confidential until a contract is awarded or all proposals are rejected.

ADDENDA/CLARIFICATIONS

Any University changes to this RFP will be made by written addendum. Verbal modifications will not be binding. Questions or comments regarding this RFP must be in writing and must be received in Procurement Services no later than 2:00 pm on June 9, 2023.

CONTACT PERSONNEL

Respondents to this solicitation shall NOT talk to, call, or email anyone at the University about the project, except for the designated University spokesperson as identified herein.

For questions concerning the method of procurement, method of evaluation and general proposal requirements, the proposer's sole point of contact for this proposal is:

Holly Vasquez
Associate Director
Procurement Services
Northern Kentucky University
Lucas Administrative Center, 617
Highland Heights, KY 41099
Phone: 859.572.5171
FAX: 859.572.6995
E-mail: vasquezh1@nku.edu & purchasing@nku.edu

All requests for technical information shall be submitted in writing to Holly C Vasquez prior to the deadline for submission of questions as detailed in the Notice of RFP Opportunity.

Questions regarding the RFP process may be submitted at any time.

Procurement Services will issue all material clarifications by written addenda.

CONTRACT AWARD

Issuance of this RFP and receipt of proposals does not commit the University to award a contract. The contract will be awarded to the firm whose offer best meets RFP specifications, and other facts considered. The University reserves the right to postpone opening for its convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with other than selected bidder should negotiations with selected firm be terminated, to negotiate with more than one bidder simultaneously, to cancel all or part of this RFP and to waive any technicalities.

METHOD OF AWARD

Northern Kentucky University intends to award a contract to the qualified Contractor whose offer, conforming to the conditions and requirements of the RFP, is determined to be the most advantageous to the University, cost and other factors considered.

Proposals will be evaluated strictly per the requirements outlined in this solicitation, including any addenda that are issued. The University will evaluate proposals as submitted and may not notify Contractors of deficiencies in their responses.

Proposals must contain responses to each of the criteria listed above in sections of this RFP, even if the Contractor's response cannot satisfy those criteria. A proposal may be rejected if it is conditional or incomplete in the judgment of the University.

GOVERNING LAW

The Contractor shall conform to and observe all laws, ordinances, rules and regulations of the United States of America, Commonwealth of Kentucky, and all other local governments, public authorities, boards or offices. This Agreement shall be governed by Kentucky law, and any claim relating to this contract shall only be brought in Franklin Circuit Court, sitting without jury.

TERMINATION FOR CONVENIENCE

Northern Kentucky University reserves the right to terminate the resulting contract without cause with a 30-day written notice. Upon receipt by the Contractor of "notice of termination," the Contractor shall discontinue all services concerning the applicable contract. The cost of any agreed-upon services provided by the Contractor will be calculated at the agreed-upon rate before "notice of termination," and a fixed fee contract will be pro-rated (as appropriate).

REQUIRED SUBMISSIONS

These instructions describe the required format for the Proposal. Proposers may include any additional information deemed pertinent. An identifiable tab sheet must precede each section for easy reference. All pages, except pre-printed technical inserts, shall be sequentially numbered.

Proposals must address each of the requirements listed below in the same order as listed to be considered responsive. Proposals should reference each identified requirement explaining how the proposer's solution meets the specified requirement.

Narratives should provide a concise description of capabilities to satisfy the requirements of this Request for Proposal.

Emphasis should be on clarity, brevity and completeness of response.

All materials submitted in response to this Request for Proposal will become the property of NKU and will not be remitted.

INTRODUCTION**A. A BRIEF DESCRIPTION OF THE UNIVERSITY**

Northern Kentucky University (NKU) is a public university founded in 1968, located in Highland Heights, Kentucky, and part of the Cincinnati Metropolitan Region. It serves 14,500 students, of which about 85% are undergraduates. Students come from 40 states and 54 countries. NKU offers 90 bachelor's degrees, two associate degrees, 24 graduate programs, one Juris Doctor, a Doctor of Education in Educational Leadership and a Doctor of Nursing Practice degree as well as 17 Division I Athletic teams.

The university is served by more than 2,600 employees and over 72,000 alumni, NKU is known for its public engagement work and has close ties to the business, government, and non-profit entities in the region as well as to the region's P-12 and post-secondary schools.

Our Mission

Northern Kentucky University delivers innovative, student-centered education and engages in impactful scholarly and creative endeavors, all of which empower our graduates to have fulfilling careers and meaningful lives while contributing to the economic, civic, and social vitality of the region.

Our Vision

NKU will be nationally recognized for being a student-ready, regionally-engaged university that empowers diverse learners for economic and social mobility.

Our Core Values

We will promote a culture that fosters and celebrates excellence in all that we do.

- We will engage in honest, fair, and ethical behavior with integrity at the heart of every decision and action.
- We will foster a community of belonging by embracing equity, diversity, and inclusiveness.
- We will approach our work—how we teach, engage and serve—with creativity and innovation.
- We will maintain a climate of collegiality built on respect and characterized by open communication and shared responsibility.

Through our [Success by Design strategic framework](#), NKU is committed to advancing student success aligned with the needs of the region through providing access to all individuals seeking higher education, removing barriers to help students complete their higher education goals, and preparing students for productive careers and community engagement.

B. NKU Annual Giving Program

In the 2021-22 fiscal year, NKU's annual giving solicitation efforts raised a total of \$1,731,096 in gift commitments from 4,167 donors. In FY22, our Phonathon program raised \$81,989, Crowdfunding raised \$170,323 and the Direct mail appeals raised \$308,730.

Vendors may provide a bundled bid for Omni Channel services or may submit individual bids for:

- Phonathon
- Crowdfunding
 - Day of Giving
 - Year-round crowdfunding platform utilized for smaller department projects
- Texting
- Email solicitations
- Direct mail
- Digital Advertising/boost

Direct mail components in FY'22 included:

1. Fiscal year kick-off stewardship/soft ask appeal with rolled brochure, mini letter, pledge remit, BRE, # 10 showcase env. and decal, qty 3,500, 3 versions
2. Fall letter appeal, 8.5 x 14 with perforated remit, # 10 envelope, BRE, qty 10,000, 3 versions
3. Calendar year-end appeal, 8.5 x 7 mini letter, remit, CF #10 envelope, BRE, qty 13,000, 3 versions
4. Quarterly anniversary card, personalized on back of card with salutation, and giving history, BRE and remit, qty ~500 per quarter
5. Fiscal Year-end 8.5 x 14 with perforated remit, #10 envelope, BRE, insert, qty 10,000, 3 versions
6. Giving Day post card, qty 50,000

The Annual Giving Team provides centralized fundraising support for the university's key priorities, crucial for our students to access education, complete their degree and enter into a fulfilling career post-graduation. The use of a fundraising vendor is necessary to complete work that is beyond the scope of capabilities with internal resources. Our existing fundraising channels are direct mail, Phonathon, texting, email solicitations, and crowdfunding, boosted by digital ads.

NKU's annual giving program is comprised of three separate annual giving efforts: (1) central development focused on broad support for the university; (2) annual giving supporting the Salmon P. Chase College of Law; and (3) annual giving supporting the university's Intercollegiate Athletics program. These programs are managed as independent programs, with some collaboration regarding segment assignment and scheduling of appeals.

NKU seeks to integrate these independent efforts into a coordinated and collaborative engagement and solicitation approach. The Office of Annual Giving and Alumni Engagement, as of July 1, 2019, merged into one department. This restructuring provided an opportunity to integrate alumni engagement into annual giving efforts.

Goals of the department include incorporating discovery and major giving into overall annual giving efforts through the identification of strong prospects. We want to continue producing innovative outreach efforts to renew current donors, reactivate lapsed donors and capture new donors. Additionally, we seek strategies to incrementally and systematically increase annual donor gift amounts.

C. Objectives

Northern Kentucky University seeks to enhance its annual giving program using the NKU brand, values and strategic plan to achieve the following goals:

1. Increase overall annual fund dollars raised for the university, increase donor-funded scholarships by at least 20% by 2025 fiscal year-end through the EXCELerate Campaign, raise designated support for the university's seven (7) colleges and support for the university's Division I intercollegiate athletics program.
2. Increase in annual giving participation and total donor counts.
3. Improve Phonathon pledge fulfillment rates.
4. Identify and develop potential major gift prospects for pipeline development.
5. Enhance the university's annual giving engagement and solicitation strategies with benchmark data and prospect pool analysis.
6. Optimize data integrity using intelligent constituent and donor segmentation.
7. Optimize the use of all channels for the best experience by our donors and prospects.
8. Deliver professional content and design for print, text, phone, crowdfunding and digital campaigns that reflect the NKU brand in an engaging context. Refresh creative design on a regular basis to sustain visual interest and engagement by the audience. Development of engagement, ask, upgrade, and more to support a multichannel approach.
9. Develop a calendar and cadence for all annual fund channels

D. Services to be Provided

Call Center Program Management:

- On-site programmatic and personnel management of the NKU Phonathon student caller program, Call Center, fundraising software.
- **Program Management includes:**
 - Leveraging call center talent, technology and other resources to execute fundraising programs as directed by Director of Annual Giving and the Division of University Advancement (see Fundraising Consulting and Execution below).
 - Providing on-call support for all calling shifts.
 - Providing detailed reporting and analysis during the Phonathon calling program and upon its completion.

Personnel Management includes:

- Recruiting, hiring, and training student philanthropy ambassadors to solicit NKU alumni, donors, parents, faculty, staff and friends of the University.
- Work with NKU Annual Giving staff to provide training related to University fundraising priorities, student support services, related events and introduction to University leadership to support their calling efforts.
- Student Philanthropy Ambassadors must be currently enrolled students in good standing (both academic and disciplinary). NKU staff will conduct GPA and disciplinary record checks for all students before finalizing the hiring process.
- Student Philanthropy Ambassadors will be eligible for applicable incentives and bonuses based on performance following University policies.

- Please include resume(s) of primary personnel expected to manage the call center on-site and involvement with the final interview of candidates before selection. NKU has the approval right for on-site personnel.
- All personnel hired must have a background check performed through the NKU process before final hiring.

Hardware

- Hardware and hardware maintenance needed for the call center, including computers, phones and headsets, connectivity to the servers, monitors, printers, etc. to run the call center. Please detail any infrastructure requirements, representative equipment and corresponding pricing. Please assume a 15 station call center spread between two rooms. Please further break out the cost to NKU for the supplier to implement PCI Compliant VoIP, with detail on additional pricing and infrastructure requirements.
- Note: Please include in pricing the annual maintenance costs for recommended hardware.

Fundraising Consulting and Project Management

- With direction and guidance from Director of Annual Giving and the Division of University Advancement, develop and execute multi-channel marketing strategies for raising revenue and increasing engagement with NKU alumni, donors, parents, faculty, staff and friends of the university which could include:
 - Leveraging Student Philanthropy Ambassadors to support special non-phone campaigns, such as peer-to-peer texting, giving days, personalized video content, prospect qualification and meeting scheduling, social media advertising, and donor re-targeting.
 - Analyzing past annual giving data for the university's alumni and donor constituents and develop a strategic solicitation plan, for direct mail, texting and phone solicitations, crowdfunding, digital ads, including list/segmentation modeling where needed.
 - Fulfilling telephone-based pledges using channels in addition to phone, such as texting, and direct mail, increasing and maintaining optimal fulfillment rates.
 - Providing ongoing strategic and benchmarking support to assist NKU in reaching fundraising and engagement goals for direct mail, texting and phone solicitations, crowdfunding, and digital ads.
- Custom statistical modelling to improve annual fund results.

E. Elements of the Proposal

The proposal should include the following items in the order listed here:

BUSINESS PROFILE

- Provide any relevant information about your company:
 - Background
 - Overview of the firm's experience (sufficiently detailed to be evaluated) including the number of years in business
 - Brief description of your firm, including the breadth and depth of services offered (even if outside the scope of this RFP)
 - Mission statement or corporate vision/values statement
 - Business model
 - Size of the firm, including the number of staff
 - Organizational chart
 - Areas of expertise
 - Local, regional, national or international

CALL CENTER PROGRAM MANAGEMENT

- Please provide a CV sufficiently detailed to be evaluated of the Engagement Center Manager candidates, including experience with similar projects. The proposed manager must be available for the duration of the engagement. Specifically, discuss each individual's experience in managing a program of similar size and scope of the program described in this RFP.

- Some project staff members will have access to sensitive donor information; explain how your company qualifies employees to work with confidential donor information.
- NKU reserves the right to approve all key personnel changes for work on an executed contract. The supplier will provide NKU with the names of all key personnel, and such personnel may not be replaced without the written agreement of NKU.

CALL CENTER PROGRAM MANAGEMENT, FUNDRAISING CONSULTING AND PROJECT MANAGEMENT

- If Bidder proposes any additional team members to support this project, list those personnel and their qualifications in sufficient detail to be evaluated.
- Include information on any affiliates, subsidiaries or sub-suppliers who will be providing the goods and services and where they are located.
- Provide at least five years of demonstrated experience (with examples) of similar call center management, direct mail, texting and phone solicitations, crowdfunding, digital ads projects with the same scope and size and the number of years of demonstrated experience on recommended fundraising strategies.

IMPLEMENTATION

- Please describe your company's project approach and explain the methodology to this project based on the information provided in the RFP. Proposers must submit a detailed project plan for call center management, fundraising consulting, and recommended fundraising strategies (direct mail, texting, phone solicitations, crowdfunding, digital ads), including breakdown by significant milestones and tasks, timing and the expected involvement of the project manager and University team members. Please share your methodology for call center, direct mail, texting, digital ads in regards to goal setting and how you will shift strategies mid-year when you determined you are not on track to meet goals.
- Please provide a copy of a report completed for program of a similar size and scope. Implementation details, effectiveness and the results of the engagement must be included, including adherence to plan and budget as well as achieved operational savings from implementation. Confidential information may be redacted where necessary. Please provide a sample training packet to train student philanthropy ambassadors and strategies to augment/cleanse data.
- Please state any assumptions that your company has made that may significantly affect this proposal. These assumptions may relate to anything that is not explicitly mentioned. For example, any assumptions related to the timing of implementation, the involvement of NKU personnel, or technological issues that were not expressly mentioned in the RFP document.

DELIVERABLES

- Confirm your firm will be able to deliver all of the requirements in the RFP successfully. If not, please detail any discrepancies.

CUSTOMER SERVICE

- Confirm your company will have dedicated staff assigned to the complete fundraising project and identify the roles of those involved.
- Describe your customer service structure, including hours of operation, off-hours emergency procedure, response time and service levels.

ADA COMPLIANCE

- Describe how the services are ADA compliant and where they are not. Describe the company methodology to test for ADA compliance within the application and the materials delivered. Provide the most current Voluntary Product Accessibility Template (VPAT).

PAYMENTS & INVOICING

- Invoicing must be itemized based on the statement of work detailing the individual cost components of the goods and services. Please itemize any additional charges or non-reoccurring expenses.
- Provide the name(s) and contact information for accounts payable clarifications.

LEGAL ACTIONS & SAFETY VIOLATIONS

- Disclose any claims or lawsuits that have occurred in the last five years against your company. Specifically, describe any actions related to failure to perform, breach of contract, satisfaction of warranty claims or license violations or right to use. If there are none, please state.
- Disclose any claims or safety violation(s) that have occurred in the last five years against your company. Specifically, describe the violation(s) any actions taken to correct the violations or claim. If there are none, please state.

SECURITY

- Provide an overall description of the systems and the organization's information security. Include how NKU data is protected on-premises, in the cloud and during transport. Include what security protocols are used, physical security measures, regulatory compliance, location of off-premises data centers and 3rd party hosting vendors (if applicable). Include the vendor incident management plan in the event of a data breach.
- Security Breach-Upon becoming aware of a Security Breach, or of circumstances that are reasonably understood to suggest a likely Security Breach, Selected Firm/Vendor will timely notify the University consistent with applicable state or federal laws, thoroughly investigate the incident, and cooperate fully with the University's investigation of and response to the incident. Except as otherwise required by law, the selected Firm/Vendor will not provide notice of the incident directly to individuals whose Personally Identifiable Information was involved, regulatory agencies, or other entities, without prior written permission from the University. The University reserves the right to write and share this communication on behalf of the firm/vendor.

DATA OWNERSHIP AND PRIVACY

- Provide a statement of data ownership for all data entered or transferred to the system. All 3rd party vendors must be identified, which would have access to NKU specific user data. Provide applicable privacy statements. Provide a statement of how the user data may be transferred back to NKU once the system is no longer used.

REFERENCES

- Provide three references and contact information to verify direct bidder experience in a solution development of a similar size and complexity to NKU. Complete and submit EXHIBIT 2 (References). One of the references should be from a client of whom you are no longer on contract.

F. Costs

In this section, provide complete pricing.

Provide a comprehensive three-year Total Cost of Partnership matrix. The cost estimate should be itemized and should include project personnel and the number of estimated hours for each. Include pricing for the following:

- Implementation costs, including estimates of required hardware/software and Professional Services
- Texting Platform
- Crowdfunding Platform
- Phonathon Management – 20-week, on-site call center with a staff member to manage program, all software and technology requirements needed to carry out the program
- Print, postage, digital advertisement and strategy development along with other plan costs
- Support services available during the contractual period
- Disclosure of any annual maintenance escalation rates
- Disclosure of any variable costs and estimates
- Payment terms and schedule
- Identify other expenses that most effectively could/should be incurred by your firm and be reimbursed by the university. Provide an option for renewing the proposed services on an annual basis for up to two additional years.

G. Proposal Evaluation Process

A University Evaluation Committee will evaluate qualified proposals according to the following evaluation criteria. Vendors are responsible for reviewing the criteria below and providing appropriate and sufficient information within the proposal to enable the University Evaluation Committee to assess the proposal. Based on this evaluation, the University Evaluation Committee will recommend a shortlist of vendors for either an on-site, telephone or web-based presentation regarding their proposal (format to be determined by the evaluation committee). Vendors may be asked to present on only a portion of the proposal as they may no longer be under consideration for the entire RFP.

I. Evaluation Criteria

Proposals will be evaluated based on the following criteria, listed in priority order:

- Scope of services/projects of similar nature, size, complexity, and resources available. Methodology used for call center goal setting. Solution, sophistication and ability to augment existing annual fund strategies with innovative or impactful strategies to improve annual fund donor counts and revenue.
- Past effectiveness, as indicated in the proposal and by references. Ability to meet the needs of the NKU Annual Giving team and Division of University Advancement.
- Cost-effectiveness/ROI

J. On-Campus Presentations

Note: Presentations may take place in person or completed virtually, depending on circumstances.

After the initial evaluation, formal presentations may be scheduled. Only 2-3 would be requested to provide a formal presentation. More details will be provided to those vendors when scheduling to ensure the presentation covers the areas we would like to be addressed. All Offers may be requested to appear before the Selection Committee to explain their proposal and to respond to questions from the committee concerning the proposal. Offeror(s) are prohibited from electronically recording these meetings. The committee reserves the right to request additional information.

REFERENCES

Bidder Qualifications: The bidder is required to submit a list of completed projects where he has performed **similar work** to that specified herein.

Organization: _____

Contact Name: _____

Phone Number: _____

Date Work Completed: _____ **Value of Contract:** _____

Project Manager assigned to this project: _____

Brief Project Description: _____

Organization: _____

Contact Name: _____

Phone Number: _____

Date Work Completed: _____ **Value of Contract:** _____

Project Manager assigned to this project: _____

Brief Project Description: _____

Organization: _____

Contact Name: _____

Phone Number: _____

Date Work Completed: _____ **Value of Contract:** _____

Project Manager assigned to this project: _____

Brief Project Description: _____

PROPOSED PROJECT SCHEDULE:

Please include as part of your "Form of Proposal" a one-page project schedule assuming that a contract is awarded immediately after bid opening.