



Procurement Services
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ADDENDUM NO: 1

IFB/RFP No: RFP Reissue NKU-29-2023

Project /Commodity: Annual Giving Program

Date: 06/02/2023

Due Date: 06/22/2023

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.

Question on Direct Mail:

Can you provide more detailed on those pieces. Stock, sizes, printing requirements- how many colors and 1 sided or 2 sided printing?

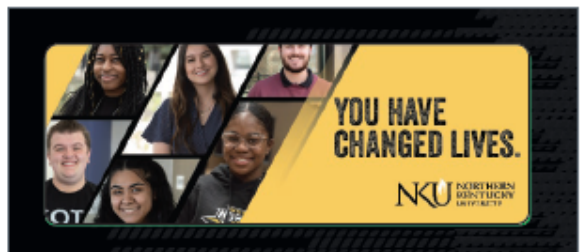
Answer:

See attached Appeal Letter Specs

1. NKU Fiscal Year Kickoff Stewardship, Soft appeal
 - a. QTY: 3,500
 - b. 1 creative, 3 versions, personalized
 - i. Mini letter
 1. Alumni version
 2. Friends version
 3. Leadership version
 - a. Paper: 70.0 lb house offset
 - ii. 11.5 x 9 roll fold brochure
 1. (11.5" x 9" flat; 3.75 x 9" folded)
 2. 70 lb gloss
 - c. 8 1/2 x 3.5 remit slip 70 lb house, 2/2 w/o bleeds with variable fields on 1 side
 - d. #9 envelope CF envelope 24# white wove black/0 w/o bleeds
 - e. #10 black full window "showcase" envelope
 - f. 4 x 3.75 window decal with rounded corners
 - g. Fold brochure letter, intelligent insert with mini letter, remit slip, #9 envelope, decal into # 10 envelope
 - h. CASS certify, NCOA, Affix Stamp, sort and mail
 - i. SEE SAMPLE BELOW

Print Overview

8.5 x 3.5 remit slip and 8.5 x 3.5 mini-letter



#10 carrier envelope showcase



#9 BRE

WANT TO CONTINUE HELPING MORE STUDENTS LIKE THEM?

Enrolled in My Gift via: Direct Other Other

Designate My Gift to: Fund for Scholarship Fund for Research Fund for Learning Experience Other

Payment Options: Check Bill to My NKU Account Bill to My Employer Bill to My Credit Card Bill to My Debit Card Bill to My Bank Account Bill to My Other Account

How to Give: One-time Recurring One-time Recurring One-time Recurring

Specialty: Specialty Specialty

*If you are making a gift - check your

NKU NORTHERN KENTUCKY UNIVERSITY

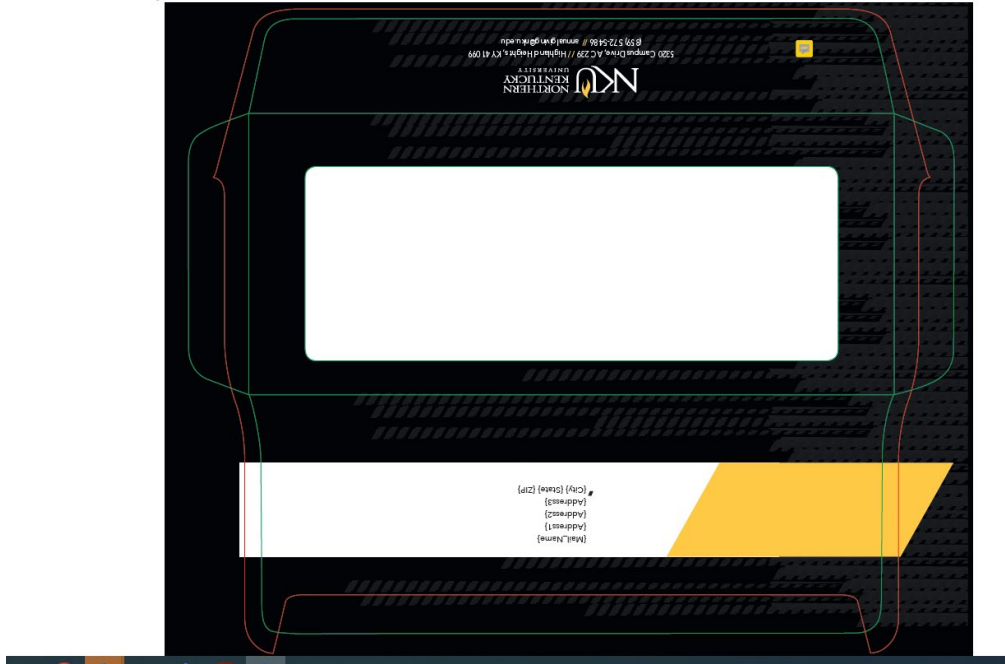
Window Decal - 4 x 3.75 window decal with rounded corners



Brochure - 11.5 x 9 roll fold brochure



11.5" x 9" flat
3.75" x 9" folded



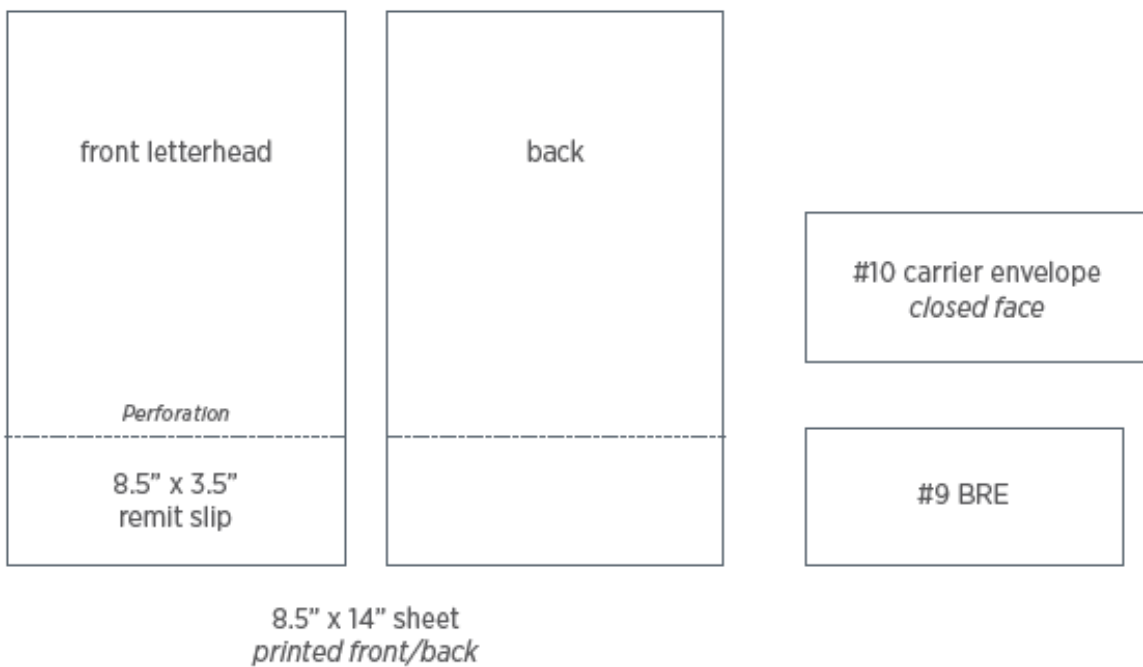
2. NKU Standard Appeal Letter Fall – 10,000

(1 creative design, 3 versions – 8.5 x 14 appeal letter, 4/4 color w/ bleeds)

(Also price separately 1 creative design, 7 versions w/o bleeds)

- Personalized
- 8.5" x 14" with perf
- Folds to 3.5" x 8.5"
- 4/4 color w/ bleeds
- Paper: 70.0 lb house offset
- #9 envelope: 24.0 lb white wove-black/0 w/o bleeds
- Standard #10 CF envelope (4.125" x 9.5"): 4/1 colors w/o bleeds
- Finishing double parallel fold letter
- Intelligent insert letter with #9 envelope into #10 envelope
- CASS certify, NCOA, sort and mail
- SEE SAMPLE BELOW

Appeal Letter - 8.5 x 14 with attached remit slip

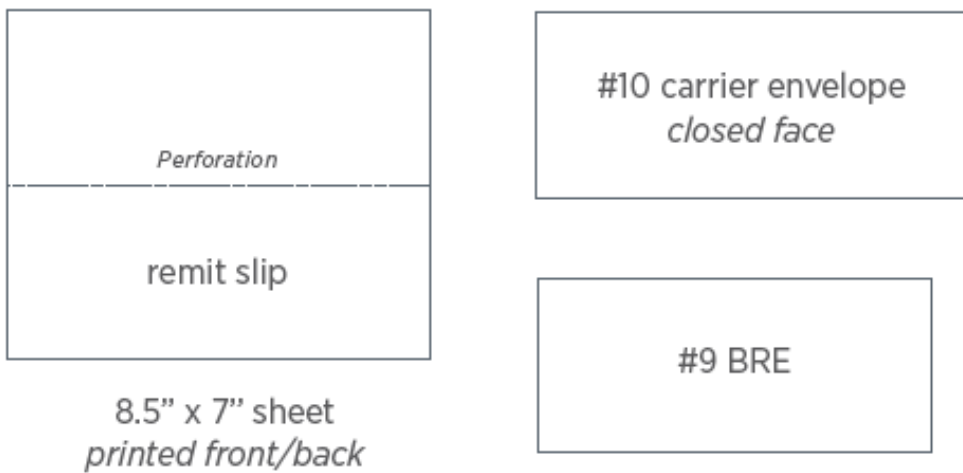


3. NKU Appeal Letter Calendar Year-end – 8.5 x 7 mini letter with attached 8.5 x 3.5 remit slip – 13,000 pieces

(1 creative design, 3 versions, 4/4 color with bleeds)

- a. Personalized
- b. 8.5 x 7 sheet printed front/back, Perf
- c. Folds to 3.5 x 8.5
- d. 4/2 color w/ bleeds
- e. Paper: 70.0 lb house offset
- f. #9 envelope: 24.0 lb white wove-black/0 w/o bleeds
- g. Standard # 10 closed face envelope (4.125" x 9.5"): 4/1 colors w/o bleeds
- h. 3 Version (text or art)
- i. Finishing fold
- j. Intelligent insert mini letter with #9 envelope into #10 envelope
- k. CASS certify, NCOA, sort and mail
- l. SEE SAMPLE BELOW

Appeal Letter - 8.5 x 7 mini letter with attached 8.5 x 3.5 remit slip



back



front



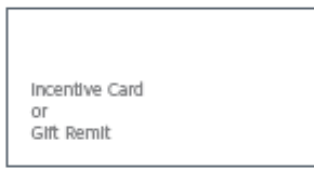
4. NKU Anniversary Appeal – A8 Greeting card

- a. QTY: 2,000
- b. Send on a quarterly basis ~500 per quarter
- c. Greeting card on gloss card stock; back of card personalized with salutation and gift history
- d. 3.5 x 7 remit slip, 70 lb house, 2/2 w/o bleeds with variable fields on 1 side
- e. #8 carrier envelope 24# white wove black/0 w/o bleeds
- f. BRE (size?)
- g. Intelligent insert greeting card, remit slip with BRE envelope into A8 envelope
- h. CASS certify, NCOA, sort and mail
- i. SEE SAMPLE BELOW

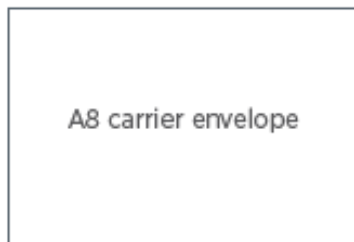
Greeting Card - A8



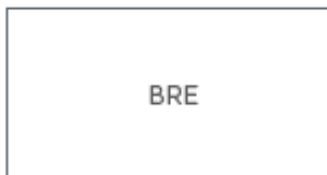
7.5" x 5" folded



3.5" x 7"



A8 carrier envelope



BRE




7.5" x 5" folded




3.5" x 7"



5. Founder's Day Post Card 6 x 9
 - a. QTY: 50,000
 - b. Gloss card stock
 - c. Address
 - d. CASS certify, NCOA, sort and mail
 - e. SEE SAMPLE BELOW





FOUNDERS' DAY

**HONOR YOUR PAST,
EXCELERATE THEIR FUTURE**


**FOUNDERS' DAY IS WEDNESDAY,
MARCH 15!**


To celebrate NKU's founding, we are coming together to empower students to thrive on campus and succeed beyond graduation. Let's unite to reach our goal of 1,000 donors to EXCElerate the future of Norse Nation!


Visit nku.edu/foundersday between now and March 15 to do your part to celebrate NKU Founders' Day!

Make your gift and stay updated on all the exciting challenges, giveaways and exclusive offerings we have in store.

CAN WE COUNT ON YOU TO SHOW UP FOR NKU?




NORTHERN KENTUCKY UNIVERSITY
Alumni Engagement and Annual Giving
 5320 Campus Drive, AC 239 // Highland Heights, KY 41099
 (859) 572-5486 // annualgiving@nku.edu

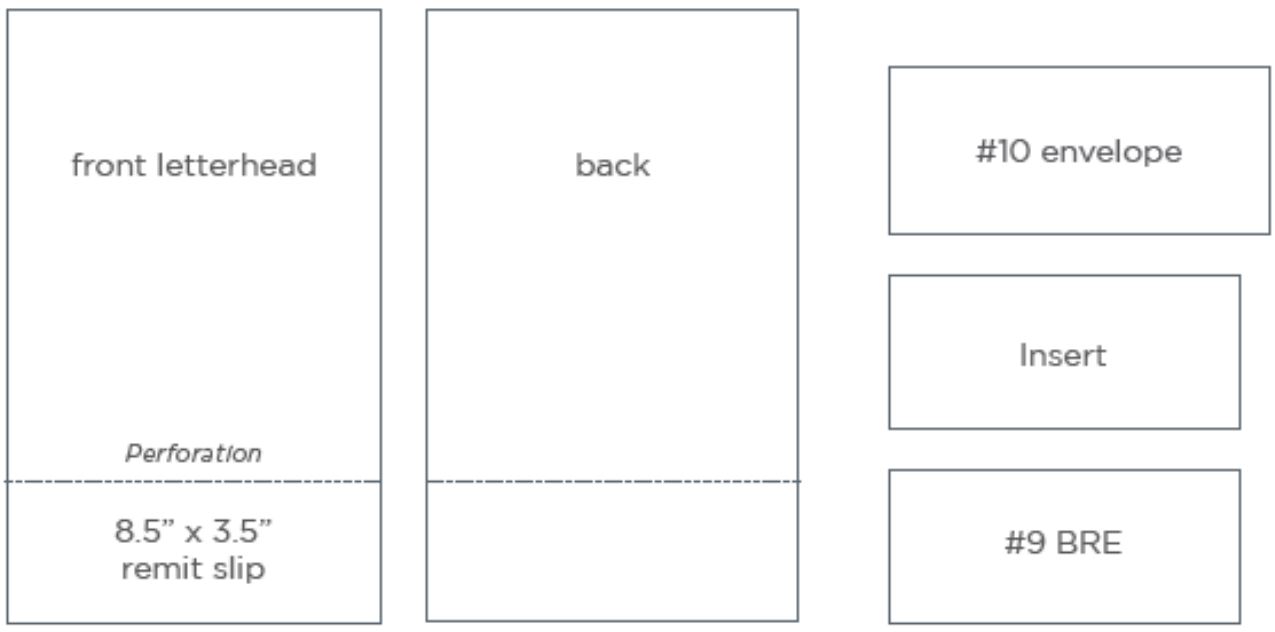


#NKUFOUNDERSDAY

{Mail_Name}
 {Address1}
 {Address2}
 {Address3}
 {City} {State} {ZIP}

- 6. NKU Standard Appeal Letter FYE – 10, 000
 - Personalized
 - 8.5" x 14" with perf
 - Folds to 3.5" x 8.5"
 - 4/4 color w/ bleeds
 - Paper: 70.0 lb house offset
 - 8.5 x 3.5 insert 2 sides, 4/4
 - #9 envelope: 24.0 lb white wove-black/0 w/o bleeds
 - Standard #10 CF envelope (4.125" x 9.5"): 4/1 colors w/o bleeds
 - Finishing double parallel fold letter
 - Intelligent insert letter with #9 envelope into #10 envelope
 - CASS certify, NCOA, sort and mail
 - SEE SAMPLE BELOW

Appeal Letter - 8.5 x 14 with attached remit slip



8.5" x 14" sheet
printed front/back



back

front