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ADDENDUM NO: 2

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

Project /Commodity: Annual Giving Program

Date: 06/12/2023

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.

Questions: Answers are in RED

The only question we have is for the letters – are they personalized on just one side? We are not sure by the pictures or sketches, and it might make a difference in price for you. **Correct, personalized on just one side.**

Digital Advertising/Boost

1. What is the budget for this? **In the past we have budget ~\$26,000 as a part of a bundled contract. However, we are working to cut costs not increase.**
2. Are you looking for Google Ads, Display Ads, Social Media? **All of these.**
3. How long do you want this campaign to last? **Year-round boosts for appeals (Fall, Calendar Year-end, Founder’s Day day of giving and Fiscal Year-end). Price annually.**

Direct Mail questions

1. On items that have multiple versions is the quantity listed a total or per item.
 - a. Items #1, 2, 3
 - Exp 1. Qty 3500 1 creative, 3 versions personalized.
Is that 3500 of each version or a total of 3500 for all 3 versions?

Total 3,500

Is that consistent for all items with multiple versions? **Yes**

2. Are we to quote all mailing addresses or will NKU mail services be taking care of that? **Quote all mailing addresses**
3. Will we be using the University Permit for mailing? **Yes**
4. Item #3 Appeal Letter Calendar Year-end
 - a. Item “D” says 4/2- however the photo indicates 4/4? **Go with 4/4**
5. What is the timing of the mailings? When is the first mailing and how are they spread out? **TBD, but generally speaking, Fall – Late Sept., CYE Mid Nov. , Founders Postcard Feb., FYE mid-May, Kick-off late July, Anniversary is quarterly**
6. Item #5 Founders Day Post Cards 6 x 9
 - a. Item “B” Gloss Card Stock should this be quoted on 80# Cover or 100# Cover? **100#**

- How does NKU measure success in a partnership?
 - Proven donor centric strategies as well as innovative approaches that help us increase revenue and donors through retention, acquisition, and renewals.
- What additional resources, support, or expertise can be provided to enhance NKU's goals further?
 - A partner that brings us new ideas and strategies related to all channels or that have proven successful with peer schools. i.e. what are other schools doing?
 - Better creative support:
 - A partner who takes the time to know our University and comes to us with new strategies and creative ideas during the planning stage, building in enough time to implement such strategies.
 - A partner that incorporates best practice donor centric writing and visual elements, eliminating the need for rewriting, redesigning of content.
 - Data analysis to inform segmentation, messaging and areas of opportunity.

Of the above amount, how much did NKU raise **online only** in the last fiscal year through non-crowdfunding-related donations? Can you please share the number of online only donations as well?

Online Donations (not crowdfunding): \$200,832. 727 gifts

Note: this was the last year of our campaign.

Are any terms listed in the RFP modifiable or negotiable, specifically with reference to the Termination for Convenience section, which allows termination without cause with 30 day notice? We would like to propose a non-cancellable agreement for a 3-year subscription Term (with incentivized pricing for the multi-year term). If so, what is the best way to notate that request for modification on the RFP?

The verbiage in the RFP NKU-29-2023 Annual Giving Plan regarding contract termination stands as is without edits, any edits would have to be reviewed by NKU legal team.

1. Our company and Northern Kentucky University have a fully executed agreement. If our company is awarded this opportunity, is the intent to amend the existing agreement?

No this only pertains to the RFP NKU-29-2023 for Annual Giving Plan.
2. The RFP document states that the RFP is for consulting or other personal services and that 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 begins. Our company and Northern Kentucky University have a fully executed agreement. If we are awarded this opportunity, would we still be required to sign the Personal Services Contract?

The Personal Services Contract would be for consulting work if applicable.

 - a. If so, can the document be redlined if, needed?

The personal services contract is a requirement by the state of KY if applicable.
 - b. Can the document be added as an attachment or exhibit to the existing agreement between our company and NKU?

NO, this is for RFP NKU-29-2023 Annual Giving Plan
3. Will our company have to execute a Personal Services Contract anytime work is being performed for NKU?

If consulting work with this RFP NKU-29-2023 if applicable.

4. The RFP states that the general terms and conditions on the university's website will take precedence over any terms and conditions. Since our company and Northern Kentucky University have a fully executed agreement, will the terms and conditions still apply? **Your current contract is not part of this RFP NKU-29-2023 for NKU Annual Giving Plan.**
5. Please confirm if the **Annual Giving and Alumni Engagement department** is owned by NKU and is not considered a separate operating entity. **The department is part of NKU**