



REQUEST FOR PROPOSALS (RFP) TO PROVIDE DIRECT MAIL SERVICES

1. Brief Project Overview

ReSurge International is an internationally focused non-profit organization working to ensure reconstructive surgery for children and adults with congenital deformities or disabling injuries. ReSurge has evolved over the years and currently works to provide direct care and training in 15 countries across Asia, Africa and Latin America. Currently, 100% of the organization's revenues come from private sources including individuals, foundations and corporations. ReSurge's annual operating budget is \$8 million dollars of which \$4 million is cash. The organization currently has 1,600 active donors and has been expanding its base by an average of 15% annually in the past two years. ReSurge is seeking to strengthen and significantly expand its donor base in the next three years. In conjunction with this, ReSurge is seeking an experienced and effective contractor to provide direct mail services designed to help achieve this goal.

2. Organization, Mission, Vision & Programs

Since 1969 with Stanford University roots, ReSurge International (formerly Interplast) has provided nearly 110,000 reconstructive surgeries for those in developing countries who suffer from disabling injuries or congenital anomalies and injuries, such as cleft lips and palates, burns, hand injuries and other conditions. We impact the world: by striving to train the next generation of reconstructive surgeons and thus increase access to high-quality care; and by currently renewing the health of nearly 3,000 of children and adults each year so they can go to school, provide for their families and contribute to society.

Vision: ReSurge envisions a world in which no human being suffers physically or emotionally from a repairable congenital deformity or injury. To reach that vision, ReSurge partners with volunteers and overseas medical partners to both provide surgical care and to educate and empower local medical professionals so that high-quality surgical access is available year-round—now and for generations to come.

Currently, ReSurge works in 15 developing countries, restoring function and improving lives by providing reconstructive plastic surgical care in underserved areas of the world. ReSurge also builds surgical skills in low-resource settings through its newly developed ReSurge Global Training Program—deploying training and education programs, developing comprehensive curriculum in the reconstructive surgical skills needed to treat local populations, and developing the next generation of humanitarian reconstructive surgeons.

In addition, ReSurge also became a disaster responder this year, immediately responding to the Nepal earthquakes. Our Nepal team, with our local partner Phect-Nepal, treated 800 victims, including 250 who needed major surgery for burns, fractures and other severe injuries. We were able to immediately help so many because of our investments in medical training and surgical capacity for the last 20 years. Those investments built the largest reconstructive surgery team in Nepal (with nine of the country's 16 plastic surgeons) and they were well-equipped to respond to the worst natural disaster to strike Nepal in decades. ReSurge reinforced the local team's efforts by sending in medical volunteers, supplies, advanced training in microsurgery and more.

3. Budget / Donor Base

ReSurge's annual operating budget is approximately \$8 million of which \$4 million is cash. Currently, 100% of the organization's revenues come from private sources including individuals, foundations and corporations. The organization had a total of 1,600 active donors in FY15. Of these, 1256 unique donors gave \$706,000 through direct mail or online. This was a significant increase from FY14 when 991 donors contributed \$460,000. Donor retention has improved in recent years and is currently at 52%. While ReSurge is a global organization, the majority of its donors are from the Northern California where the organization is based. ReSurge has conducted acquisition appeals in the past but recent direct mail efforts have been directed to current and lapsed donors as well as new prospects connected to the organizations donors and/or volunteers.

4. Current Direct Mail Program

ReSurge currently plans and manages its direct mail program internally. The organization sends out two to three mailings annually; one in the fall and another in the spring. A special year-end appeal is done in late November or December. Just over 5,000 packages are mailed annually. Social media and email (constant contact) are used to encourage and inspire target audiences. Major donors – those who have given a gift of \$5,000 or more - in the past or who we believe have the capacity to do so - receive personalized special packages.

5. Project Goals

Develop and implement a robust direct mail plan including digital strategy designed to increase strengthen and expand the organization's donor base.

6. Scope of Work

- Develop an understanding of ReSurge's mission and impact
- Work with ReSurge staff to develop and finalize compelling messaging
- Prepare an effective three-year direct mail plan including supporting digital media strategies with calendar of activities and corresponding budget using the provided budget template
- Coordinate the acquisition of mailing lists related to target audiences
- Work with ReSurge staff to develop clear and compelling appeals with associated delivery and response devices
- Coordinate the preparation and delivery of appeals including design, printing and mailing
- Provide reports detailing response rates and other pertinent information

7. Proposal Requirements

The proposal should include a detailed plan with proposed target audiences along with their respective sizes and rationales as well as the projected cost, response rates and revenues for the activities annually and cumulatively within three years utilizing the provided budget template.

8. Submittal

To respond to this RFP, an interested company / contractor shall submit a proposal to:

Chris Canter
Chief Development Officer
ReSurge International
145 N. Wolfe Rd.
Sunnyvale, CA 94086

Proposal may also be submitted by email to: chris@resurge.org

Any questions regarding the RFP should be directed to Chris Canter by email at chris@resurge.org or phone at (408) 737-8743.

Proposals should be submitted by 5pm PST on Friday, February 26, 2016