



## **The Hole in the Wall Gang Camp | RFP for Direct Mail Vendor Services September 2019**

### **Deadline for receipt**

Proposals must be received via email before 9:00 AM on November 6, 2019.

### **Proposals should be addressed to**

Christopher Pates, Senior Director of Development, The Hole in the Wall Gang Camp and emailed to: [erintroia@forgoodpartnership.com](mailto:erintroia@forgoodpartnership.com). Subject line should read: Direct Mail RFP

### **Introduction**

The Hole in the Wall Gang Camp seeks a transformational, strategic direct mail partner for our annual giving program. Currently our Annual Fund represents approximately 20% of our overall \$14 million+ fundraising program.

As Hole in the Wall prepares to expand our programmatic and outreach footprint, it is critical that annual giving program exceed our current growth:

- 5-10% revenue growth (this revenue growth includes major gifts which will likely be reallocated)
- 58% donor retention
- 10% donor decrease

Our current annual renewal operation consists of 3 staff members dedicated to annual giving and stewardship. In addition, we have three front line fundraising officers as well as a corporate and foundation officer. Historically we have mailed four to five times annually with highly segmented written appeals followed by minimal outreach via email and through other channels.

### **Objectives**

The Hole in the Wall Gang Camp is seeking a creative and innovative communications firm to provide full-service project management, creative development, and mailing services for our robust individual multi-channel fundraising outreach strategy and implementation.

The chosen firm will be able to manage all aspects of the program, including:

- Timeline and creative management from initial concepts and design through strategy, implementation, printing and mailing for direct mail
- Graphic design development and multi-channel marketing

They should also be equipped to handle every aspect of the fundraising physical direct mail and marketing program, along with complementary e-mail and social media outreach.

The chosen firm will be creative and innovative in their approach, understanding of and immersed in The Hole in the Wall Gang Camp's distinctive culture, and able to fully synthesize our mission into their work.

### **Organizational Background**

Founded in 1988 by Paul Newman, The Hole in the Wall Gang Camp is a community dedicated to providing "a different kind of healing" to children and their families coping with cancer, sickle cell anemia and other serious illnesses. Through summer sessions and family weekend programs at the Camp in Ashford, Connecticut, and year-round outreach to hospitals and clinics from the Northeast through the Mid-Atlantic, the Camp serves more than 20,000 children and family members annually. All services are free of charge.

All of the services provided by The Hole in the Wall Gang Camp are made possible through the generous support of some 15,000 donors and corporate partners annually. Although one of the Camp's longest and most generous supporters, Newman's Own Foundation provides 1-2% of The Hole in the Wall Gang Camp's operating budget.

### **Inquiries**

Emailed inquiries with "Direct Mail RFP Inquiry" in the subject line should be sent to: [erintroia@forgoodpartnership.com](mailto:erintroia@forgoodpartnership.com).

### **Fees**

The resulting contract will define a not-to-exceed fee for services. The fee proposed must therefore include services, costs and all incidentals including printing and travel costs.

### **Contract**

The contract for service will include and reference the accepted proposal.

### **RFP Contents**

The RFP package includes the following documents, which require response as part of the vendor's proposal as indicated:

1. Cover Letter (e-mail)
2. Overview Document
3. Statement of Work Detail
4. References
5. Two sample packages illustrating range of artistic style and tone
6. One-page renewal letter including copy and design for end of fiscal year
7. Sample reporting including success measures and testing outcomes
8. Bios of individuals who will service our account

The final candidates will be invited to present a tailored demonstration that shows the firm is 1) capable of synthesizing our mission effectively and impactfully and 2) capable of being creatively and strategically effective in taking our annual giving program to the next level.

Your response should be provided in electronic format. All responses will be confidential.

### **Award Criteria**

The award of this Request for Proposal is subject to terms and conditions contained herein and any that will be developed by The Hole in the Wall Gang Camp during the Request for Proposal process to augment purchase order conditions of purchase.

Quality of service, pricing, products, supplier diversity and other terms of purchase will be an integral part of the decision selection process.

If you are awarded this bid, a guideline will be developed that will quantify, monitor, and provide a plan for cure of deficiencies which shall include, but not be limited to, reimbursement of personnel and administrative costs, monetary assessment for continual deficiencies, and possible cancellation of agreement.

We reserve the right to award this agreement in whole or in part to the vendor that can best meet The Hole in the Wall Gang Camp's business needs.

The Hole in the Wall Gang Camp assumes no responsibility and bears no liability for costs incurred by a Company in the preparation and submittal of a quote proposal in response to this RFP.

### **Statement of Work**

- 1) The Hole in the Wall Gang Camp is seeking an external firm to provide full-service direct mail, graphic design, digital giving and online marketing via direct service or subcontracting; equipped to handle every aspect of the fundraising physical direct mail and marketing program, along with all electronic fundraising appeals, from initial concepts and design, through strategy, implementation, printing and mailing.
- 2) Services to be provided include but are not limited to the following items. Please provide work samples whenever possible to demonstrate look and feel of creative and best practices within the industry. Please list pricing for each category based on a 12-month contract.
  - Project Management
  - Creative Development
  - Direct Mail Appeals
    - Acquisition Campaigns
    - Renewal Campaign

- Multi-Channel electronic outreach
    - Email Campaigns
    - Social Media Campaigns
  - Recurring Gift Program development
- 3) Development and management of a full outreach calendar to include all key drop dates and approval timelines.
- 4) For each effort, develop a comprehensive campaign, from creating mailing lists, designing artwork, writing copy, printing products, handling postage, packaging and shipping, and any other type of direct mail fundraising service to include:
- Full-service data processing including de-duping, National Change of Address (NCOA) and postal presorting
  - Inkjet processing
  - Laser personalization
  - Folding/Inserting
  - Stamping
  - Labelling

#### **The Hole in the Wall Gang Camp Statement of Intent**

The Hole in the Wall Gang Camp reserves the right to reject any or all responses to this Request for Proposal and will not reimburse costs of preparing consultant proposals. Our organization reserves the right to cancel the award of contract any time before the execution of the contract by both parties. Responding consultants bear sole risk and responsibility for costs incurred in the preparation and delivery of the proposal. The Hole in the Wall Gang Camp reserves the right to ask for clarification in the proposal if the need arises.