



REQUEST FOR PROPOSAL

Organizational Overview:

The purpose of the Washington State Republican Party shall be to elect Republicans to public office, attract voters and volunteers to the Republican Party, to lead, contribute, and participate in the establishment of a Republican Party organization that is an effective vehicle for setting public policy. The Washington State Republican Party is also responsible for fulfilling those functions conferred on it by state law and to plan, organize, administer, and finance the State Committee's operations to accomplish the other stated purposes.

Budget:

No maximum budget for the mail program has been established at this time.

Target Audience:

The Washington State Republican Party is seeking a mail vendor to assist with fundraising in 2009. The Washington State Republican Party has a very robust fundraising list with 25,000 active donors and would like to build upon the existing donor list in 2009.

Criteria for Selecting Vendor:

- Creating a mail plan that generates high return, this includes prospecting for 2009
- Create a 1st renewal/membership appeal focusing on the 2008 Republican rising stars
- Develop a dynamic plan using creativity on a state & national level incorporating technological techniques and trends such as microTargeting and key voter affiliations on the WSRP's voter file.
- Develop a dynamic plan that makes sense with current events and trends
- Develop a plan to accommodate an extensive editing process
- Provide analysis of mail program

Assumptions and Agreements:

- The proposal must be received by November 25th, 2008

Submit Proposal To:

Beth Crane
Finance Director
Washington State Republican Party
2840 Northup Way, Suite 140
Bellevue, WA 98004
Email: bethcrane@wsrp.org

For Additional Information or Clarification, Contact:

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