



Request for Proposals: Mailshop Services for Renewals and Acknowledgements

ORGANIZATIONAL INFORMATION:

Name: Chesapeake Bay Foundation, Inc.
Address: 6 Herndon Avenue
Annapolis, MD 21403
Contact: Danielle Green

ISSUE DATE: April 26, 2022

SUMMARY OF NEED:

The Chesapeake Bay Foundation is a non-profit 501(3) (c) environmental organization. CBF seeks a vendor to provide mailshop services for our Renewal and Acknowledgement mailings.

THE PROJECT:

CBF's Membership program is an integral part of the organization's development operations and fundraising initiatives. Membership generates revenue and recruits new members primarily through direct mail. A successful direct mail fundraising program is fundamental to accomplishing its mission and is the subject of this Request for Proposal ("RFP").

The Chesapeake Bay Foundation intends to award an open quantity contract for mailshop services to the most qualified vendor on an as-needed basis and at CBF's sole discretion over the course of the open term, in a manner consistent with the terms of the Scope of Work.

SCOPE OF WORK:

CBF mails a monthly, eight-part renewal series to members that are about to expire (approximately 20,000 monthly). Additionally, we mail weekly acknowledgements thanking members for their donation (1,000 - 2,000 weekly).

Scope of work includes but is not limited to:

- Process data files and provide setups for eight distinct Renewal packages (plus test packages) on a monthly basis.
- Laser, insert and mail renewal notices by the 1st of each month.
- Process data files and provide setups for four distinct Acknowledgement packages on a weekly basis.

- Laser, insert and mail acknowledgement letters within three business days of receiving data files.
- Manage and report on inventory for both programs.
- Maintain postage escrow account.
- Provide five samples of each package after every mailing.

EXTERNAL PARTNERS AND CONTRACTOR INTERACTION:

CBF holds separate contracts with a team of consultants and service providers. Contractor shall be required to interact with appropriate vendors as a representative of CBF in order to create, plan, and implement CBF programs.

EVALUATION CRITERIA:

Vendors will be evaluated on the basis of the written proposals and, if requested by CBF, oral presentations. Vendor's selections will be based on the following criteria:

- Quality and completeness of submitted proposal and presentation.
- Overall direct mail operation capabilities to meet CBF's business needs.
- Superior customer service and account management.
- Experience and qualifications of the company.
- Competitive pricing.
- References and relevant project history.

THE SCHEDULE:

We request that your proposal be delivered electronically to CBF staff member Danielle Green (dgreen@cbf.org) no later than 5:00pm on May 18, 2022. Any hardcopy samples can be mailed to:

Danielle Green
Director of Membership
Chesapeake Bay Foundation
6 Herndon Ave.
Annapolis, MD 21403

It is the intent of CBF to make a selection no later than June 1, 2022. We will notify you once a decision for award of bid is made.

The schedule requires that the selected entity provide services from July 1, 2022 through June 30, 2025. Services thereafter are open to annual renewal for a period of two years commencing July 1 through June 30 in conjunction with CBF's fiscal year.

MINIMUM REQUIREMENTS:

At a minimum, you must:

- Complete response form (attached).
- Comply with applicable federal, state or local charitable solicitation laws and regulations applicable to persons engaged in professional fundraising.
- Have five or more years of experience managing direct mail production, preferably for other environmental non-profits.

INTERVIEWS:

Interviews are not anticipated but may be scheduled after review of all proposals.

MINORITY PARTICIPATION:

CBF actively encourages proposals from Small, Women and Minority Owned (SWAM) Businesses. Please note if you are a Small, Women or Minority Owned Business and if you are certified by the State/Commonwealth/DC.

FOR FURTHER INFORMATION OR QUESTIONS:

Danielle Green
Director of Membership
Chesapeake Bay Foundation
6 Herndon Ave.
Annapolis, MD 21403
443-482-2120
dgreen@cbf.org

BID RESPONSE FORM:

Please include the following information in your response:

1. The name and full contact information of your company and, if applicable, any other entity comprising your team:

2. List three client references and their contact information for whom you have completed work similar to that described in this RFP:

3. Include basic information and history about the business entity, financial information, technical capability, and any other information you feel is important for us to know.

4. Please provide cost estimate for:

1. R1 package (attached) – cost to laser, insert, stamp, and mail 5,000 pieces at 1st class
2. New member acknowledgement (attached) – cost to laser, insert, stamp and mail 500 pieces at NPB

5. Additional information, such as you/your team members' particular experiences, training, and/or academic background(s) that may make you uniquely qualified for this position. [Attach additional materials as appropriate.]

A successful applicant may need to provide proof of insurance based on the services or product provided.

The undersigned certifies that the information submitted above is true and accurate. The undersigned certifies that the person, firm, association, co-partnership or corporation herein named, has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in the preparation and submission of a proposal to the Chesapeake Bay Foundation for consideration in the award of a contract.

The undersigned further certifies that the firm, association, or corporation or any person in a controlling capacity associated therewith or any position involving the administration of federal funds; is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any federal agency; has not been suspended, debarred voluntarily excluded, or determined ineligible by any federal agency within the past three years; does not have a proposed debarment pending; and has not been indicted, convicted, or had a civil judgment rendered against said person, firm, association, or corporation by a court of competent jurisdiction on any manner involving fraud or official misconduct within the last three years.

I further acknowledge that by signing this page of the proposal, I am deemed to have agreed to the provisions of the affidavit.

(Name of Firm)

(Authorized Signature) (Title)

(Please print Name)

(Date)