



400 Rivermont Drive, Columbia, SC 29210
803-602-0831 Direct 803-771-8722 Fax

ADDENDUM TO SOLICITATION

ADDENDUM NO. 1

ISSUE DATE: 05/10/2019

SOLICITATION NO. SB19001-05.03.2019

DATED: 05/03/2019

PROJECT: Member Acquisition Campaign

QUESTIONS & ANSWERS:

All questions received by companies through March 10, 2019 noon EST have been combined and answered below.

1- How many current member households do you have?

Answer: Approximately 42,000

2- What is your current internal prospect mail file – lapse members and non-members prospects?

Answer: Approximately 85,000-90,000

3- What is the estimated quantity for the lapsed member file (13 – 60 months)?

Answer: Approximately 60,000

4- Have you exchanged lists in acquisition or are you open to exchange with other organizations? Is your institution open to both exchange and rental resources?

Answer: No – and generally, no

5- Are you at this time interested in information regarding any other services – digital acquisition, email, annual giving, and/or renewal?

Answer: At this time, Riverbanks Society is only looking for membership acquisition services.

6- Are you interested in seeing strategy and costs for incorporating multichannel efforts (i.e. email, social media marketing, etc.) to support the direct mail efforts?

Answer: Yes – Include any additional strategies and costs (beyond the scope of printing and production) in your programs as well as the program strategy line or other appropriate line in the bid summary table.

7- For accurate bidding purposes, is your current acquisition package 2-color or full color?

Answer: Full color

8- Do you currently offer a promotional discount on membership and/or premiums during the acquisition campaigns?

Answer: Riverbanks Society generally does not offer membership discounts. We currently offer two additional months free.

9- The bid requests samples of “industry-specific” direct response pieces. What is industry specific? (Zoo, Entertainment, Fundraising)

Answer: Zoo, Aquarium, Botanical

10- Are bidders required to have zoo experience?

Answer: It is strongly preferred.

11- Where is the window on the #10 envelope?

Answer: This is up to the firm and client, as we anticipate the firm will produce the creative for the piece.

12- What are the specs on the #10 and #9 envelope? Are they full bleed/color?

Answer: This is up to the firm and client, as we anticipate the firm will produce the creative for the piece.

13- Is there a special stock of paper for the envelope and continuous form?

Answer: This is up to the firm and client, as we anticipate the firm will produce the creative for the piece.

14- Are we mailing to your database or purchasing a list?

Answer: Both.

15- What is the geographic distribution?

Answer: Primarily South Carolina and some targeted zip codes within North Carolina and Georgia (typically within an approximately 2-3 hour drive of Riverbanks).

Offerors must acknowledge receipt of this addendum by one of the following methods: (a) By signing and returning one copy of this addendum with your bid; (b) By acknowledging receipt of this addendum on each copy of the bid submitted; or separate letter which includes a reference to the solicitation and addendum numbers. Failure of your acknowledgment to be received at our office prior to the hour and date of the opening may result in rejection of your offer. If by virtue of this addendum, you desire to change an offer already submitted, such change may be made by letter, provided such letter makes reference to the solicitation and this addendum and is received prior to the opening hour and date specified.

COMPANY NAME: _____

NAME & TITLE OF AUTHORIZED REPRESENTATIVE _____

AUTHORIZED SIGNATURE _____

Monique Jacobs,
Director of Riverbanks Society