



**Telemarketing Services Bid # 220-31
Addendum # 1
Question & Answer**

Q: Will the firm be pulling data directly from our systems or will GVSU be providing the data?

A: Most likely GVSU will provide the data exports, but the organization of the data exports will vary from system to system.

Q: In your contact plan you reference contacts as the third, fourth, fifth and sixth contacts.

A: First Contact: Aligned with Effort 4 of renewal mail cycle for TV and FM members only (no AM calls)

A: Second Contact: Aligned with Effort 6 of renewal mail cycle for TV and FM members only (no AM calls)

Q: Outlined above, will you be conducting a mailing campaign as the first and second contacts?

A: We send an 8-part renewal mail series and currently call members with efforts 4 and 6 of the renewal mail cycle.

Q: Based on the volumes shared for the TV, FM Radio and AM Radio, Categorized as Renewal Calls, Add Gift Campaigns and Sustaining Campaign the totals would be 18,600 Renewal calls, 14,900 Add Gift Calls and 18,600 Sustaining Calls annually. Would this then equate to approximately 1550 Renewal Calls, 1241 Add Gift Calls and 1550 Sustaining calls on a Monthly basis 12 months a year? Or is there fluctuation based on calendar and fiscal year end?

A: There is fluctuation based on annual membership renewal dates. Many of our members have a December renewal.

Q: The scope mentions two additional gift telemarketing campaigns in the November/December and May/June timeframes. Is the volume of those calls listed in the numbers above?

A: Those would be included in the add gift calls.

Q: Are your call estimates based on the number of members you are trying to reach or are they estimates based on the number of efforts and repeated efforts needed to contact your members? In other words, are these really “opportunities” or “accounts” and we can design a call campaign with multiple attempts?

A: These numbers would include multiple attempts. For reference we have approximately 16,000 TV members, 2,000 FM members, and 700 AM members. For our TV and FM members approximately 40% are sustaining monthly donors. For AM members approximately 25% are sustaining monthly donors.

Q: Does GVSU have express written consent to contact customers on their cell phones or is a TCPA compliant method of dialing needed?

A: We are currently calling cell phones. Our current company may be using a TCPA compliant dialing method.

Q: If GVSU does have consent, would we be allowed to utilize texting? Again, if GVSU does have express consent, does GVSU they also have email addresses so we could add in emails to the campaign?

A: We would have to discuss texting and emails, but certainly we are looking to use fundraising best practices.

Q: Once a list is received from Grand Valley State University’s WGUVU, how many days can the list be called?

A: 1-3 Weeks.

Q: What is the number of contact attempts to be made to each member on a list within your timelines?

A: 4-6 Attempts.

Q: From past history, what is the average handle time of each phone call (i.e. AHT for Renewal, AHT for Gift and AHT for Sustaining Calls)?

A: Unknown.

Q: If attempts to get one of your members on the phone fails, would the contractor leave messages to call back to WGUVU?

A: We don’t currently leave voicemails, but might be interested in doing so.

Q: In the past has Grand Valley State University paid for these services by price per member account placed or per Agent Hour?

A: We have paid per contact made with member.

Q: It is mentioned that the Vendor will print and mail all pledge forms, pledge letters and return envelopes. Would this correspondence require the Grand Valley State University Logo?

A: Would require WGUVU Public Media’s logo.

Q: Would these letters require color or could they be in Black and White?

A: We could discuss color printing vs. black & white.

Q: Would the pledge letters and form be sent only to people requesting such or would a letter go out to each member account presented on the lists?

A: Currently we only mail to those who verbally agree to make a donation over the phone.

Q: Does GVSU supply the Scripts for the specific calling campaigns?

A: Yes, we could supply scripting, or collaborate on creating scripting.

Q: It is mentioned that Vendors will process payments through Sage Payment Systems. Can we assume GVSU has the Merchant relationship and that we, as vendors, would be posting payments via that relationship?

A: We do already have the relationship with SAGE.

Q: Bullet point 2 of the Instructions to Bidders says “reference attached specifications”. Is there an attachment at this time or will it be one of the Addendums?

A: Specifications are within the RFP and an addendum will be issued and posted.

Q: Bullet point 9 in the instructions mentions receiving an order for services rendered through June 30, 2019. Would this really mean June 30, 2021, and does this mean that you intend to make a decision and start on or just after July 1st?

A: Our fiscal year begins July 1st meaning we would need to decide prior and have a company onboarded to be prepared to make calls beginning in July 2020.

Q: On the Proposal & Contract, Roman Numeral VI asks for a “Base Proposal Sum”. Is this an estimate of the total price for the project based on the volumes you presented? Or are you asking for a bid quote total amount based on the volumes you presented?

A: Bid quote total for what was requested in the RFP.