QUESTIONS | ANSWERS

1. The RFP asks for “content” and “customizable templates” that clients can use to create and print their own print materials and create their own emails (in our industry, this is called a “partial service” business model). We don’t work like that. We design, create, print, and mail for clients. We do not sell content, and we do not offer a self-service option. I met with Lori and Robin earlier this year, and they seemed to be interested in a full-service business model (where the company develops the strategy, designs materials, prints and mails materials, etc. for the client). Based on the RFP, needs seemed to have changed. Can you please confirm? If you are looking for a partial service model, we’re not the right fit. The Saint Louis Zoo is interested in a partial service model.

2. The RFP asks for “educational materials and gift proposals” that are print-on-demand or emailed. We do offer educational materials that can be printed on-demand or emailed, but we don’t offer gift proposal software that generates proposals. Again, that’s more in line with the partial service companies (which are software companies). We solely specialize in planned giving marketing. Our clients typically sign a contract with one of the software companies only for gift calculation software. The Saint Louis Zoo is interested in a partial service model.

3. If the aforementioned is incorrect, we would need a revised RFP (or addendum) that clarifies and states different needs, please. Also, since questions aren’t answered until June 28, and we close July 3 – July 7 for summer holiday, we would need the due date to be in late July in order to have enough time to participate. The Saint Louis Zoo is interested in a partial service model. The deadline for this project stands at 2:00 p.m. CST on July 13, 2023.

4. Assuming you are interested in a full-service business model, we would need to know what your mailing quantity is for print marketing in order to research pricing. Pricing changes with quantity for print marketing. The Saint Louis Zoo is interested in a partial service model.

5. Is there an annual budget for this contract? No.

6. Is there a past budget to reference for context? Past budgets are not relevant due to change in model.

7. Is there an annual monetary goal for the Saint Louis Zoo Planned Giving office? Yes.
8. Is there an expectation of growth with this new engagement? Yes.
10. Is there an AOR for the Saint Louis Zoo? Yes.

END OF ADDENDUM