

REQUEST FOR PROPOSALS (RFP)

Direct Mail Marketing and Fundraising Services

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Issued by: San Antonio Metropolitan Ministry, Inc. (SAMMinistries)
1919 NW Loop 410, Suite 100
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1. EXECUTIVE SUMMARY

San Antonio Metropolitan Ministry, Inc. (SAMMinistries), an interfaith ministry serving those experiencing or facing homelessness, invites experienced vendors to submit proposals for comprehensive direct mail marketing and fundraising services.

The selected vendor will be tasked with developing and executing innovative direct mail campaigns to include donor acquisition, engagement, and retention. These efforts are critical in ensuring that SAMMinistries continues to grow its impact, reaching more families and individuals in need and fostering a community of support.

This RFP outlines the specific needs of the organization, including creative development, production services, data management, and analytics. The ideal vendor will offer an integrated solution that combines expertise in direct mail with digital marketing strategies to maximize donor engagement. Proposals that demonstrate a deep understanding of SAMMinistries' mission, showcase creative and effective strategies, and offer cost-effective solutions are welcome. This document provides detailed information on program offerings, scope of work, proposal requirements, pricing schedules, and evaluation criteria.

SAMMinistries is committed to a fair and transparent selection process and looks forward to forging a partnership that will bring about positive, lasting change in our community.

Submission Deadline: Friday, March 15, 2024, by 3:00 PM CST

2. INTRODUCTION

2.1 Organization Background

Founded in response to the tragic passing of a homeless individual in 1981, SAMMinistries was incorporated in 1983 through a collaborative initiative of 11 local congregations. Over the past four decades, the organization has grown into a leader in providing comprehensive solutions that address homelessness in San Antonio and Bexar County.

SAMMinistries serves a diverse demographic, including families and individuals who are low-income, facing homelessness, or meet the HUD definitions of literal or chronic homelessness. Programs and service delivery are rooted in evidence-based practices, Trauma-Informed, and work to eliminate barriers to housing. Using a Housing First lens, SAMMinistries meets its mission through: Street Outreach to assist the unsheltered; a non-congregate shelter to assist individuals experiencing chronic homelessness who also have complex physical and/or mental health needs; a drop-in center for youth ages 18-24 facing or experiencing homelessness; Homeless Prevention services to help households avoid eviction; Rapid Re-Housing to help those experiencing homelessness re-attain housing; and Transitional and Permanent Housing to help those who need longer-term assistance to stabilize. These programs are complimented by holistic support services that encourage education, skill-building, and health and wellness as keys to successfully overcoming homelessness and achieving maximum independence.

2.2 Program Descriptions

Homeless Prevention Program: Focused on housing stability, this program provides rent or utility assistance to families or individuals to help prevent evictions. Case Managers offer budgeting assistance, connections to community resources, etc. to help ensure those served remain stably housed.

Emergency Shelter: Provides safe and stable shelter for individuals experiencing chronic homelessness and who also have complex health needs. On-site case management targets the root causes of homelessness, emphasizing personal space and stability.

Young Adult Stability and Support (YASS) Center: Offers a nurturing environment for personal development to address the growing issue of homelessness among 18-24-year-olds. Services include basic necessities, educational programs, life skills training, healthcare services, and housing assistance.

Rapid Re-Housing Program: Provides short to medium term financial assistance for families and individuals experiencing homelessness, helping to get them into housing as quickly as possible. Case Managers help with budgeting assistance, connections to community resources, and support in developing life skills to help households maintain housing stability.

Long-term Housing Programs: SAMMinistries' Transitional Living and Learning Center serves families with minor children working to overcome homelessness. Families can stay on-site for up to two years, while working on developing life skills, improving family engagement, and advancing education and/or employment. Children, who make up almost 65% of residents, engage in activities designed to normalize their childhood experience and support healthy growth and development.

SAMMinistries' Permanent Supportive Housing program provides non-time limited rental assistance, intensive case management, and supportive services to families and individuals experiencing chronic homelessness and who also have a disabling physical and/or mental health condition. This program empowers an especially vulnerable population to achieve housing stability and maximum independence.

Wrap-around Support Services: Support services include access to community resources; wellness activities such as exercise classes and nutrition education; employment support; academic scholarships and tutoring; legal advocacy; support groups; life skills classes such as parenting, conflict resolution, and money management; early childhood education; after school care; K-12 academic support; workshops to help build social and emotional learning; individual and family counseling; and extra-curricular enrichment activities.

3. NOTICE TO VENDORS

3.1 RFP Purpose

SAMMinistries is issuing this Request for Proposals (RFP) to seek proposals from qualified vendors for direct mail marketing and fundraising services. These services include, but are not limited to, analytical capabilities, data management, creative and production, printing, and mailing services. SAMMinistries aims to engage one or more vendor agencies to oversee and execute a comprehensive direct response fundraising campaign. SAMMinistries makes no commitment to contract for work with any vendor responding to this RFP within the specified dates or at any other time. Vendors responding to this RFP do so at their own expense, as SAMMinistries will not reimburse any costs incurred. All proposals and accompanying materials will be treated as confidential and will become the property of SAMMinistries.

3.2 Response Submittal

Respondents are required to submit two (2) printed copies and one (1) digital copy (in PDF format) of their proposal. Submissions must be received no later than 3:00 PM CST on **Friday, March 15, 2024**. Proposals submitted after this deadline may not be considered.

3.3 RFP Schedule of Events

The timeline for this RFP is as follows:

- RFP Release Date: 02/01/2024
- Deadline for Questions/Comments: 02/12/2024
- RFP Revisions/Answers Issued: 03/08/2024
- Proposal Submission Deadline: **03/15/2024**
- Vendor Presentation Invitations: 03/29/2024
- Decision and Negotiation Period: 04/12/2024
- Contract Award Announcement: 04/26/2024

Following vendor presentations, SAMMinistries may request selected vendors to provide a final, detailed proposal, which may include modifications to the initial requirements of this RFP. Should this step be necessary, the schedule for decision-making and contract award will be revised to allow adequate time for the preparation of these final proposals.

3.4 RFP Contact Information and Questions

For any inquiries or clarifications regarding this RFP, please contact:

Maliha K. Imami, Chief Development and External Relations Officer
SAMMinistries
1919 NW Loop 410 Suite #100
San Antonio TX 78213
mimami@samm.org

All queries should be submitted in written form.

4. SCOPE OF WORK

4.1 Project Goals

SAMMinistries, with an annual operating budget of approximately \$23 million, has a significant presence in the local community with roughly 8,500 active donors in the most recent fiscal year. Predominantly supported by individuals from San Antonio and nearby areas, SAMMinistries actively engages in donor acquisition and cultivation.

The chosen vendor(s) will be responsible for:

- Gaining a deep understanding of SAMMinistries' mission and its impact in the community.
- Developing and implementing direct mail campaigns aimed at donor acquisition, engagement, and retention.
- Working alongside SAMMinistries' staff to create compelling messaging and fundraising strategies, including integration with digital media.
- Designing and producing impactful direct mail materials.
- Developing digital marketing campaigns to complement direct mail efforts. Including targeted advertising campaigns.
- Managing mailing lists, including segmentation and personalization strategies with a focus on accuracy and effectiveness, including de-duplication and merge-purges.
- Ensuring efficient distribution of both physical and digital campaign materials.
- Analyzing campaign data to assess effectiveness, identifying growth opportunities, and understanding donor trends.

SAMMinistries is looking for a vendor offering an integrated solution with a single point of contact. If subcontractors are to be used, their roles and responsibilities must be transparently disclosed in the proposal, including an itemized list of costs for their services. The primary vendor will be held accountable for the quality and timeliness of all work, including that performed by subcontractors.

4.2 Proposal Requirements

Proposals submitted should include the following components:

- An overview of the agency's experience in direct mail marketing within the nonprofit sector, highlighting specific expertise relevant to SAMMinistries' mission.
- Case studies or examples of successful direct mail campaigns, specifically in the nonprofit sector. Please note that these samples will be kept confidential and will not be returned.
- A detailed proposed approach for SAMMinistries' direct mail campaign, including planning and creative processes.
- A proposed timeline for campaign development and execution.
- Explanation how the direct mail campaign will complement SAMMinistries' other fundraising activities. This should include plans for various types of mailings, such as initial outreach, continued engagement, and appreciation mailings.
- Description of methodology for tracking the campaign's performance, reviewing accounts, and using the insights gained to refine fundraising approaches.
- A clear outline of the process for collaborating with SAMMinistries throughout the campaign.

5. PRICING SCHEDULE

5.1 Price Proposal, Fees, Expenses, and Expected Returns

Provide a complete pricing breakdown for all expenses, such as creative work, production, artwork, typesetting, preparing final art, mailing, courier services, data handling, and analysis. The timing of these costs must also be clearly indicated as they impact SAMMinistries' cash flow.

Include details of any initial set-up costs along with a timeline indicating their impact on SAMMinistries' finances. If applicable, include monthly management fees, specifying what these fees cover and any additional costs. For costs based on specific expenses, provide a summary and average billing amounts. Clearly state any costs passed through from suppliers or subcontractors, including markups or commissions. If certain services are not included, identify them, explain the reasons, and offer suggestions for how SAMMinistries might obtain these services. Present costs both in total and calculated per mailed item.

Additionally, vendors should provide realistic estimates of the Return on Investment (ROI) for the proposed services, with all underlying assumptions clearly stated.

6. EVALUATION CRITERIA

Proposals will be evaluated based on experience and past performance; creativity and relevance of the proposed strategy; cost-effectiveness and value for money; and the ability to meet the proposed timeline. SAMMinistries reserves the right to accept or reject any or all proposals. Confidentiality must be adhered to throughout the proposal process.

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