



## KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM

### REQUEST FOR PROPOSAL ADDENDUM

RFP NO.: RFP-0194  
ADDENDUM NO.: 1  
RFP ISSUE DATE: June 11, 2018  
ADDENDUM DATE: June 25, 2018  
OPENING DATE: July 2, 2018, 4:00 PM EST  
TITLE: Fundraising Communications Consulting Services

**I. The following information is provided in response to questions submitted by potential offerors:**

1. What are the measures for success?

**KCTCS Response:** *Measures of success are an increase in private funds raised and improved donor engagement. One deliverable is a high quality, multi-dimensional case for support.*

2. Who is the main contact (day to day)?

**KCTCS Response:** *Toni Mueller*

3. What is the paid media budget?

**KCTCS Response:** *Budget will be established based on approved creative strategy.*

4. What is the overall project budget?

**KCTCS Response:** *The budget is not available.*

5. What types of existing assets are available (email list, past donors)?

**KCTCS Response:** *Gateway uses Constant Contact for external (and some internal) communication emails. Through this platform, we can communicate to the growing list of alumni, community members, potential students, board members, and a variety of other contacts. Gateway currently has about 10,000 contacts. Gateway utilizes common social media platforms such as: Facebook, Twitter, Linked-In.*

6. How does the annual calendar ebb and flow -- are there high times versus low times for fund-raising at Gateway?

**KCTCS Response:** *Gateway's annual calendar is heavier in the Fall.*

7. Will there be creative and executional ideas required for the initial response to the RFP?

**KCTCS Response:** *No, but we would like to see examples of previous creative work (links are fine). Based on initial submissions up to three contractors may be selected to present concept creative.*

8. What file format should the response be in?

**KCTCS Response:** *Please refer to RFP Section 4 – Submission of Offer*

9. Is there any specific donor information available? Does Gateway have any current market research around donor & alumni activity?

**KCTCS Response:** *Gateway has donor and alumni giving history. KCTCS/GCTC have recently conducted branding research.*

10. Is there any specific donor information available? Does Gateway have any current market research around donor & alumni activity? What is the goal of the donation for the donor? What is the donation used for, scholarships?

**KCTCS Response:** *Specific goals are established on an individual donor basis. Funds are generally raised for student support and scholarships, talent development, campus and program innovation, and telling the Gateway story.*

11. If the contract is until 6/2020, is the expectation that the campaign runs that long?

**KCTCS Response:** *Yes. Contractor and Gateway will work together to develop a 2-year timeline which works within budget limitations.*

12. The media portion of this RFP is only in reference to the planning and recommendation, correct? Is there a media budget?

**KCTCS Response:** *The majority of the media is production and placement, also. There are limited additional funds for printing.*

13. Will we have access to adjust/change new site donation area and other areas on?

**KCTCS Response:** *The college will take recommendations into consideration.*

14. How many videos are you looking to get from this? 2 (or 3) videos within this single RFP?

**KCTCS Response:** *No more than three. This will depend on selected creative strategy and approved implementation plan.*

15. Website/digital content - what is the expectation here? to utilize current site?

**KCTCS Response:** *Yes, we will utilize Gateway's existing website. Expectation is that digital content aligns with and is part of chosen creative strategy.*

16. Has fundraising counsel been engaged to help with the campaign? Can you identify the firm?

**KCTCS Response:** *No, a fundraising council has not been engaged.*

17. Has a feasibility study been conducted? Will you share those results with the successful firm?

**KCTCS Response:** *A feasibility study was conducted in 2012 and will be shared with selected contractor.*

18. Has there been any recent brand studies conducted for KCTCS? Are there guidelines or brand standards that will guide the development of fundraising communications?

**KCTCS Response:** *KCTCS/GCTC has recently been rebranded. All brand standards and guidelines will be available to selected contractor.*

19. Is there a comprehensive library of photo and video assets that will be available for the successful firm?

**KCTCS Response:** *There is a limited library of photo & video assets. More may need to be produced based on chosen creative strategy.*

20. Should photography be quoted as an additional expense on a per diem basis?

**KCTCS Response:** *All production expenses are factored into the existing budget.*

21. Is KCTCS open to learning about a novel digital platform that could be used to facilitate cultivation, solicitation, and stewardship of major prospects and donors?

**KCTCS Response:** *Gateway recently acquired software to aid the college in donor cultivation, solicitation, and stewardship.*

22. Do you anticipate that the successful firm will produce a printed case for support? It is not noted under Section 2. Statement of Intent and Purpose.

**KCTCS Response:** *Yes.*

23. You seek "overall concept & strategy" for a broad list of deliverables. Will the successful firm provide tactical execution of these items or will they be produced by KCTCS resources?

**KCTCS Response:** *The successful firm will produce key items as agreed upon in approved implementation plan.*

**The timeline to submit additional questions has passed.**

**All other terms, conditions & specifications remained unchanged.**

Offerors must acknowledge receipt of this and any addenda either with proposal or by separate letter prior to award of contract. If by separate letter, the following information should be placed in the lower left hand corner of the envelope:

**RFP No.:** RFP-0194  
**Title:** Fundraising Communications Consulting Services  
**Opening Date:** July 2, 2018 4:00 PM EST

**Name of Firm:** \_\_\_\_\_

**Signature:** \_\_\_\_\_