



Mass Market Fundraising RFP – Q & A Document Public Release – March 3rd, 2021

Q. Other Revenue’’: we appreciate the view into ‘Revenue by Source’. There seems to be an impressive amount of ‘other revenue’. Can you share what falls into the ‘other bucket’?

A. “Other Revenue” consists mainly of donor-advised fund and stock gifts (60%-80%), as well as community fundraising and organic/unsourced direct mail gifts.

Q. Proposal format and delivery: Is there a preference for how the proposals should be delivered (i.e., electronic delivery, to whom and preferred format)?

A. In electronic format to Mark Spencer | Procurement | [mspencer@mercy Corps.org](mailto:m Spencer@mercy Corps.org)

Q. We noticed some inconsistencies in the metrics reported from your Mass Market Fundraising Program, specifically the key performance indicators shared for FY17 through FY20. Can you provide more information on this data and how it is calculated? Specifically, Average Gift, Gifts per Donor, and Revenue per Donor don’t align with the data reported.

A. Thank you. The KPI table has now been updated with correct numbers, and has also been broken out by online, offline and multi-channel donors. Please see the added note regarding soft crediting and its impact on gift count and gifts per donor.