

# Responses to Questions - Tender No. G08/2022



<b>Tender No: HQ340 CANVASSING VENDOR</b>	<b>Responses to questions raised by prospective tenderers</b>
<b>Tender Name: CANVASSING VENDOR</b>	<b>Date Issued: 22ND December 2022</b>

This provides answers to queries raised from prospective bidders. The responses are posted on website for access by all prospective bidders and does not disclose the source.

No.	Question	Response
1	How many vendors are included on this RFP?	It's an open tender published on Mercy Corps' website. All are invited to apply.
2	Are there any specific markets Mercy Corps would prefer to test this pilot in?  Are there specific markets for the pilot that need to targeted or avoided?	Many of our donors live in Oregon where Mercy Corps' headquarters are. We are open to markets where our donors currently live and exploring new markets as well.
3	We would also like to know if Mercy Corps currently has a sustainer specific stewardship/donor journey program in place.	Yes, our monthly sustainer program is called Partners In Possibility. Read more about it here: <a href="https://www.mercycorps.org/become-a-monthly-giver">https://www.mercycorps.org/become-a-monthly-giver</a>
4	How many vendors is Mercy Corps planning to hire to build out their base of sustainers?	The plan is to pilot one vendor the Canvassing Pilot.
5	Does Mercy Corps require a minimum a) gift level for monthly sustainers? If so, what is the minimum gift level? b) age requirement for donors? If so, what is the minimum age?	The minimum gift level for monthly sustainers is \$5. In terms of age, Mercy Corps is aiming for the demographic of 35+ years for this pilot.
6	Is Mercy Corps interested in acquiring recurring gifts in frequencies other than monthly (i.e., recurring annual, semi-annual or quarterly gifts)?	No, we are not able to acquire recurring gifts other than monthly in our current database.
7	Much of our team is off the next few weeks. Has there been any consideration for an extension of the due date based on the holidays	Unfortunately, due to the timing of the Canvassing Pilot and our fiscal year ending June 30, we are unable to change the timeline of the RFP.
8	Is there a target budget for the three-year plan? Is there a target budget for the pilot? What is the budget allocated to the pilot program through June 30 <sup>th</sup> 2023? This is to provide accurate projections It requests a potential 3-year investment model. Can you provide estimated budget numbers for these fiscal years?	Mercy Corps is testing this channel and we would like your recommendations on a reasonable return on investment for a post-pilot plan. We are looking for analysis on the pilot and if successful what does a 3 year spend look like. Therefore, no there is not a target budget for the three-year plan. Mercy Corps will be sharing the budget for the pilot program with finalist candidates.

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9	If successful, is the pilot intended to roll into an ongoing campaign without stoppage?	Possibly. There will be a period of analysis and discussion that will happen before another campaign is rolled out. Depending on the outcome and timing, we may roll the pilot into an ongoing campaign.
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All other terms and conditions in the tender remain unchanged.

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