



**U N I V E R S I T Y O F**  
**SOUTH CAROLINA**

**AMENDMENT #1**

**TO: ALL BIDDERS**

**FROM: Mary L. Sims**  
**Procurement Manager**

**SUBJECT: USC-BVB-1965-MLS**

**DATE: May 30, 2011**

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Amendment #1 Modifies the Best Value Bid (BVB) only in the manner and to the extent as stated herein.

**See Attached for Response to Questions Received Prior to 5/26/11**

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**BIDDER SHALL SIGN AND RETURN THIS AMENDMENT WITH YOUR BID RESPONSE.**  
**FAILURE TO DO SO MAY RESULT IN REJECTION OF BID.**

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Authorized Signature

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Firm

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Date

## Response to Questions Received Prior to 5/26/11

1. **Question:** How many recipients are in your current alumni base and what percentage of emails do you have?

**Response:** 243,000+ alumni across all seven campuses and we have e-mails for 36% of them.

2. **Question:** How many communications do you currently send via email, what is the frequency, what are your existing open rates (on average).

**Response:** 5-6 campaigns that involve 2-4 re-sends. In the past, the number of resends were related to the type of campaign we were promoting. The average open rate for our current e-mail sends are about 20-25%

3. **Question:** Are we quoting the deployment of email as well as creation?

**Response:** Creativity, production and sending of e-mails for specific campaigns are to be included in the quote.

4. **Question:** Is there an existing schedule of past communications that the school has been actively following?

**Response:** The e-mail schedule varies from year-to-year based on current initiatives and projects. The past year followed a schedule like the following for parts of the scope of work we are asking for:  
E-solicitation: Sept. 21, Resends: Sept. 28, October 6  
Young alumni campaign: Nov. 17, Nov. 23, Nov. 30, Dec. 7, Dec. 16, Dec. 29, Jan. 10  
Stewardship/Cultivation: August, October, December, March, June

Some of the work we are requesting is new and innovative to our program. So a past schedule wouldn't be applicable. We also send e-communication on our own but on a much smaller and simpler scale.

5. Additional clarifications:

**Question:** 5.2 Comprehensive knowledge of collegiate fundraising and be qualified to strategize with the University of South Carolina on best practices associated with strategic consulting, graphic and web design and email marketing services, integrating direct mail within e-communications, assisting with increasing the quality and size of the University's database, and identifying affinity groups.

**Response:** This basically means helping us strategize on the best practices to effectively use e-communication to solicit, cultivate and engage our alumni and friends. Also the vendor must have knowledge of the best practices in the higher education landscape in order to help us creatively maximize our results.

We also would use the vendor's expertise to integrate e-communication with our direct mail and how they can complement each other.

**Question:** 5.3.2 Creating e-campaigns that is easily viewable using a mobile device.

**Response:** Creating videos/microsites that are mobile friendly and can be easily viewed by using a smart phone.