

UK-2431-24 Attachment A

Specific mail appeal requirements

Project breakdown:

<b>Project</b>	<b>Total Print</b>	<b>Approx Send Date</b>
August	30,000	08/15
President's Club Stewardship	8,000	09/02
September	25,000	09/24
November CYE	25,000	11/15
February	10,000	02/01
Giving Day Solicitation	25,000	03/24
Giving Day Postcard	40,000	04/04
May	10,000	05/21
President's Club Appeal	10,000	10/28 & 05/21
President's Club Welcome Packet	8,000	Monthly
Anniversary	2,000	Monthly
Unit Partner 1	5,000	Fall
Unit Partner 2	2,500	Spring

General standards/expectations:

The approved vendor should meet the minimum requirements:

- Data
  - Able to accommodate multiple letter/text variations
  - Able to accommodate segmentation
  - Able to personalize and match variable data for any/all provided data fields on main letter/solicitation, outer envelope, reply card, reply envelope, and any additional packaged inserts as needed
  - Data provided to the vendor via .xls or .csv upload
  - Dataset upload capable of receiving up to 50 unique data fields
- Printing and Proofing
  - Able to personalize variable data via laser print
  - Print proofs provided from vendor by segment/letter version before final laser print
  - Data proofs of all matched components with live data must be sent via PDF to the Office of Annual Giving and approved before any lasering is completed
  - Ability to provide “ready to send” live samples (2 per segment) to the Office of Annual Giving at least two days prior to the drop date. Scanned “ready to send” live samples can be scanned and sent electronically, provided the order of components is apparent.
  - Excellent quality printing throughout—screens must be even and clean, solids must be even with no streaking, ghosting or variance
  - Ability to bi-fold, tri-fold, and micro-perf on a piece

- Letterhead and outer envelope stationery must match unless otherwise specified in individual project specs, or unless University of Kentucky written approval is given
- All specified materials must be used unless UK written approval is given
- Able to print any/all of the following: 1-, 2-, 3-, 4-, full-color jobs on one or both sides of the piece
- Able to color match UK brand colors using the Pantone system colors
- Able to insert, within reason, any of a number of promotional items or printed pieces into the outer envelope of a job
- Postage
  - The outer envelope should not print the vendor's city
  - No postmark should be used on the outer envelope
  - Able to send pieces from different projects and different segments within the same project via USPS First Class Pre-sort Live Stamp **or** via USPS Standard Non-Profit Live Stamp
  - When applicable, able to utilize all available postage discounts
  - Able to provide USPS certification via up-to-date NOCA reporting
- Samples
  - Provide a minimum of 10 samples per segment and/or letter version of each project within three days of mail date
- Storage
  - Able to store excess project inventory in a climate-controlled facility for use in future projects or sends of the same project i.e. a monthly project
- Miscellaneous
  - In addition to UK Purchasing, the Office of Annual Giving will need to receive all invoices. No bills can be paid until the Office of Annual Giving has reviewed the invoice and approved the cost.
  - Immediately after each mailing the Office of Annual Giving will need to receive the extract file. This is the file that contains all the data used to build each mailing. For each mail piece, we expect to see a line that details the prospect information and the list of all fund allocations listed on the response device. This file must be in .xls or .csv format