



A HOCKING ATHENS PERRY COMMUNITY ACTION PROGRAM

**Direct Response Fundraising Program
Request for Proposal
January 2023**

1005 CIC Drive
Logan, OH 43138
hapcap.org
740-767-1022

Request for Proposal

Direct Response Program

May 1, 2023 – December 31, 2023 (Renewable annually)

I. Overview of Services Required

SE Ohio Foodbank is searching for a dynamic fundraising partner to enhance our direct response program. We seek a firm to assist with acquisition, cultivation, and stewardship through direct mail and digital channels. Our partner must have experience executing successful campaigns and share guidance on current best practices.

Required Services:

- Appeal theme development, package design, testing, and copywriting reflecting SE Ohio Foodbank's brand and programs for all acquisition and renewal solicitations.
- Management of all aspects of production and mailing of solicitations, including graphic design and preparation of camera-ready art, printing, letter shop, mailing, shipping, and other collateral services.
- List management, including list recommendations and brokering, and segmentation for both renewal and acquisition solicitations.
- Annual projections: performance, cost, and revenue projections by solicitation method and appeal.
- Analysis of each campaign and appeal
- Results reporting: performance, cost, and revenue reporting and analysis. SE Ohio Foodbank team to provide gift data to the vendor quarterly.
- Recommendations for online constituency building and fundraising.

Note: SE Ohio Foodbank's development and communications team will collaborate with the selected vendor on all aspects of this program. All materials developed for our direct response program must be coordinated with SE Ohio Foodbank's internal team to ensure they accurately represent our brand.

Outlined services should include:

- Cultivation Appeals
- Acquisition Appeals
- Lapsed Donor Appeals
- Newsletter

Note: All appeals should include assets for digital delivery.

Optional Services:

- New Donor Welcome Materials
- Monthly Giving Program
- Solicitation model using RFM (Recency, Frequency, and Monetary) and SE Ohio Foodbank data.

Proposal Due Date: March 8, 2023

Submission of Proposal

One electronic version of the proposal must be submitted by the proposal due date noted above to:

Eva Bloom
Director of Development
eva.bloom@hapcap.org

II. About SE Ohio Foodbank

SE Ohio Foodbank is one of five service divisions of Hocking Athens Perry Community Action (HAPCAP). HAPCAP's mission is to empower individuals and communities through advocacy and services that promote self-sufficiency and improved quality of life. We help neighbors overcome challenges by providing utility assistance, youth employment services, resource navigation, community development, child development, and transportation.

Many core community action programs operate primarily on public sector support. However, the SE Ohio Foodbank requires significant private funding to fulfill its mission. To attract that support, we communicate about SEOFB as a standalone program in most of our appeals. As we build our relationship with donors, we also build a deeper understanding of the connection to HAPCAP's additional programs. A website update is underway which will make it easier to navigate to information about our food programs and showcase the impact they have on our community.

Core community action programs serve Hocking, Athens, and Perry Counties. The SE Ohio Foodbank services a 10-county area that includes community action counties as well as Gallia, Jackson, Lawrence, Meigs, Morgan, Vinton, and Washington Counties. We serve a rural community with higher-than-average rates of food insecurity and poverty.

In 2022, we served approximately 40,000 individuals. We provided meals or take-home groceries more than 300,000 times through direct distributions and our network of 70 member food pantries or meal programs.

Our team includes 30 staff members. We receive support from 1600 volunteers who sort donated items, pack food boxes, and assist with meal preparation in our kitchen.

Major Programs:

- Commodity Supplemental Food Program (CSFB)
- The Emergency Food Assistance Program (TEFAP)
- Meals on Wheels
- Mobile Markets

- Health Equity and Benefits Outreach
- Children’s Summer Feeding Programs

For more information about please visit www.hapcap.org

III. Fundraising and Marketing at the SE Ohio Foodbank

Staff

Eva Bloom, Director of Development

Valerie Addis, PR Coordinator

Paige Watkins, Operations Specialist (.25 FTE)

Donor Base Profile (As of January 2023)

We have approximately 1,100 active, 0-12 month donors. We also have about 700 additional donors in the 13-24 month category who have traditionally been treated in the same manner as 0-12 month donors. There are approximately 4,000 additional donors in the 25-month to 10-year category. The current average gift for our direct mail program is \$92.

Acquisition Mailings

Our 2022 Direct Mail Plan includes 3 acquisition mailings using modeled response lists. These pieces mail in September, October, and November to 32,000 households. (See Appendix A)

As of December 31, 2022, our acquisition mailings achieved a .60% response rate and a \$43 average gift. These figures exclude whitemail acquisition.

Renewal Mailings

In 2022, we sent two appeal letters (May and November), along with an annual report (September) and a holiday card (December) with remittance envelopes included. (See Appendix B)

As of December 31, 2022, our appeal letters achieved a 16.7% response rate and a \$100 average gift. These figures exclude whitemail.

Lapsed Donors

We did not mail to lapsed donors in 2022.

Monthly Giving Program

We have approximately 40 monthly donors. Our annual revenue from these donors is \$29,419.33.

This is an area that has growth potential. Because the revenue from this group of donors is constant and reliable, we are interested in proposals that will convert traditional donors to monthly donors at an increasing rate.

Newsletters

We do not currently produce a foodbank newsletter.

E-Solicitations

We sent only one email solicitation on Giving Tuesday this year. We had a 1.2% response rate with a \$99 average gift. We use MailChimp as our email service provider and Raisers Edge for online donations.

We aim to increase digital communication with our supporters and revenue generated online by integrating our direct mail and e-solicitation strategies.

IV. Requested Proposal

In your proposal, please provide the following information:

1. **Description of Agency:** Please describe the size and scope of the agency, number of staff, focus of concentration, types of clients, number and names of food bank clients, years in business, and your approach to client relationships.
2. **Strategy:** Please discuss your agency's strategy to:
 - a. Increase retention rates
 - b. Steward and upgrade current donors
 - c. Acquire new donors
 - d. Re-capture lapsed donors
 - e. Convert one-time donors into recurring donors
 - f. Integrate mail and email fundraising channels to maximize a – e above.

Agency Processes: Describe your creative and production processes as well as information on your reporting and analytical functions.

3. **Samples and Response Data:** Provide samples with specific data attached.
4. **Client List and References:** Please provide us with a list of clients and at least three client references we may contact. We prefer to speak with organizations whose programs are similar in size and scope. Other food banks or hunger-relief organizations are preferred.
5. **Other Information:** Any additional information you think would be helpful in our decision-making process is greatly appreciated.

V. Selection Process, Enclosures & General Information

Agency Presentation

All agencies responding to this RFP must be prepared to present their proposal virtually should the agency be selected as a finalist. See the following information regarding the selection process.

Schedule

Our selection timetable is:

RFP Mail Date:	February 2
Vendor Questions:	February 2 – March 7
Proposal Due Date:	March 8
Interview Finalists:	March 13 – March 29

Selection: April 5
First Meeting with selected consultant: April 6 – April 19

Questions

Please contact Eva Bloom, Director of Development, at 740-767-1022 or via email at eva.bloom@hapcap.org.

VI. Appendix (See [Google Drive](#) to access all appendices)

- A. Acquisition samples
- B. Cultivation samples
- C. Campaign calendar

VII. General Information

1. If it becomes necessary to revise or clarify any part of this RFP, SE Ohio Foodbank will provide an addendum to each agency receiving this RFP.
2. SE Ohio Foodbank is not responsible for any expense incurred in preparing and submitting a proposal or taking any action in connection with the selection process or for the cost of any services performed in connection with the submission of a proposal.
3. SE Ohio Foodbank reserves the right to research the qualifications of any agency that it deems appropriate, negotiate modifications to any of the items proposed in the proposal, request additional information from any agency, reject any or all proposals, and waive any irregularities in any proposal.