**ADDENDUM 1**

DATE: April 7, 2016

PROJECT: Donor Acquisition Program

RFP NO: RFP 744-R1616

OWNER: The University of Texas Health Science Center at Houston

TO: Prospective Proposers

This Addendum forms part of and modifies Proposal Documents, dated March 18, 2016, with amendments and additions noted below.

**5.4 Scope of Work**

**The following information is to be incorporated into documents for “Deliverable #2: Increase renewal/retention gifts”. \*\**These numbers are approximations and are subject to change on an annual basis\*\****

September: President’s Excellence Fall/FY Kickoff Letter

* 40,000 pieces
* 6 segments: Alumn SYBUNT, Alumn Never, Non Alumn SYBUNT, Non Alumn Never, $1,000+ Alumn, $1,000+ Non Alumn
	+ Consider including Circle buckslip in $1,000+ segments

Late October/Early November: Deans’ Excellence Fall Mailing

* 40,000 pieces total
* 24 Segments - 6 different schools (and letterheads), 4 segments each: Alumn SYBUNT, Alumn Never, Non Alumn SYBUNT, Non Alumn Never

December: End of Year Mailing

* 40,000 pieces
* Ugly Betty style
* 4 segments: Alumn SYBUNT, Alumn Never, Non Alumn SYBUNT, Non Alumn Never

January: President’s Excellence Winter Mailing

* 40,000 pieces
* 3 segments: Alumn, Non Alumn, $1,000+
	+ Consider removing never donors from this mailing to make it smaller

March: Deans’ Excellence Spring Mailing

* 40,000 pieces total
* 18 Segments - 6 different schools (and letterheads), 3 segments each: Alumn, Non Alumn, $1,000+

July: LYBUNT/SYBUNT Mailing

* 4,000 pieces
* Ugly Betty
* 2 segments: Alumn, Non-Alumn
	+ Consider sending separate SYBUNT to Circle members as a “renewal”?
		- Some gift but not yet $1,000 threshold
		- No gift this year, but Circle last year

Grateful Patient

* 12,000 pieces
	+ 35 segments/different mailings, same letterhead with overprint
* 25,000 postcards

**END OF ADDENDUM 1**