



UNIVERSITY OF NORTH CAROLINA AT WILMINGTON
PURCHASING SERVICES

IMPORTANT ADDENDUM

Date Addendum Issued: 11/20/24

FAILURE TO RETURN THIS SIGNED ADDENDUM IN ACCORDANCE WITH INSTRUCTIONS MAY SUBJECT YOUR BID/PROPOSAL TO REJECTION.

RFP No. 72-PRAB25021

Addendum No.: 01

Purchasing Agent: Robert Bisanar

Commodity: Website, Email Marketing and Event
Management Software solution

Using Agency: UNCW

Opening Date: Submissions uploaded before 2:00
PM EST, on 12/3/24, for opening at 2:30 PM EST

I. INSTRUCTIONS:

This Addendum forms a part of the Bidding Documents and modifies the Contract Documents with amendments and additions noted below, from questions received during the period for questions:

Additional Definitions:

- Constituents are all individuals and organizations that UA has a record for in the current database. Each constituent is identified by a unique nine-digit number.
- Contacts refers to the number of people or organizations (they may or may not be constituents) UA is attempting to reach through email and can also be referred to as UA's audience size.
- Registrants are the number of people or organizations (they may or may not be constituents) who indicate through a registration process of intent to participate in an event.
- (Internal) Users can also be referred to as administrators and are UA staff who need access to the proposed solution to manage content and settings.
- (External) Users are the general public who may or may not choose to create a login for the giving or alumni websites where they may access additional information or engagement activities, depending on their relationship to UNCW (alum, student, board member, for example).

- A. After reviewing the RFP, it appears that a comprehensive solution is required rather than just a platform. Would the University of North Carolina at Wilmington be open to considering a multiplatform solution for this project? **Response: UNCW's preference is to manage the comprehensive solution within one platform to streamline workflows and minimize data transfer across systems.**

- B. Do you know all the fields of information that need to be transferred in both directions? **Response: Yes. Examples of data to be shared with Raiser's Edge include but are not limited to:**
1. **Bio data updates (name and contact info)**
 2. **User Preferences (communications preferences, topics of interest)**
 3. **Engagement tracking (survey submissions, event participations, email analytics, website engagement)**
- Examples of data to be shared with the proposed platform from Raiser's Edge include but are not limited to:**
1. **Constituency and Bio data (name and contact info, board involvement)**
 2. **Giving activity**
 3. **Event details (date, capacity, ticket prices)**
- C. How many total, unduplicated, enrolled students does UNCW have currently? **Response: UNCW's student enrollment is 18,000 (source: <https://uncw.edu/about/university-administration/office-chancellor/annual-report/>)**
- D. Is UNCW currently using any software to manage these needs (website, email, engagement), whether separately or together? **Response: Yes. See Page 6, 1.0 Purpose and Background.**
- E. Does UNCW need any software to process applications? **Response: UA does not process prospective student applications for admissions, if that's what is being asked in this question. However, we currently process applications for award nominations and board member vacancies using Microsoft Forms and could potentially switch to utilize the proposed solution if efficiencies and other benefits could be realized, although not part of the requested scope.**
- F. What are UNCW's current "pain points"? **Response: See Page 6, 1.0 Purpose and Background.**
- G. What does UNCW's current technology stack look like? **Response: UA partners with RE for constituent, event and gift record management.**
- H. What features or functionality are heavily desired (top 3) by UNCW? **Response: Website hosting, event management and email marketing**
- I. Has UNCW met with vendors or had demos previous to this RFP - in the last 12 months? If so, with who? **Response: Yes, online demos with Almadase.**
- J. Is UNCW currently using a chatbot? If so, with what vendor? Would this be useful to UNCW if included in package at no additional cost? **Response: UA is not currently using a chatbot. There may be interest, but it's not a priority.**
- K. What is the budget for this RFP? **Response: It is anticipated that proposed and varying solutions may range from \$40-\$80K, annually.**
- L. When is the intended timeframe for implementation start date? **Response: Per the RFP Schedule in Section 2.4, as of this addendum, the hope is to have the award by 2/7/25, with implementation to start by the following week. Additionally, the request is to have by 4/15/25 a new solution live for onboarding, training and populating content. By 6/20/25, it is requested that a new solution is live and fully operational.**

- M. Does UNCW require SOC 2, Type 2 Certification for security? **Response: This is not required, but preferred, and requested, if available. Therefore if a vendor already has it, the vendor may submit it with the proposal. This is otherwise reserved, if and as needed, from the intended awarded vendor.**
- N. What is the level of comfort of UNCW's teams with AI? If UNCW's teams currently utilize AI, how does UNCW currently use AI in day-to-day operations? **Response: It depends on how the AI is being used in the software/solution. Currently UA's use of AI is minimal and leveraged for content creation, more so than workflows or data synthesizing/interpretations.**
- O. One year after a successful implementation, where does UNCW see itself with this new software? What things will it be handling on a day-to-day basis? What UNCW staff members/teams/depts will be using it on a daily or weekly basis? **Response: UA will be using the software/solution to host and maintain our giving and alumni websites, manage email marketing campaigns and event registrations, and produce creative and innovative ways to engage UNCW's alumni, volunteer and donor audiences while tracking that engagement. Within UA, the communications team, annual giving team, alumni engagement team and events team will be using the solution on a daily basis.**
- P. From RFP Section: Minimum Requirements #3 & Page Number 12, what data is UNCW looking to integrate with Blackbaud? Does UNCW intend to build the integration itself, have the chosen vendor build it, or go to a third party? Would you be looking to integrate with other software(s) as well? If so, which ones? **Response: 1. The expectation of UA is that the proposed software/solution would have an existing integration with RE as stated in Section 1.0 PURPOSE AND BACKGROUND.**

Examples of data to be shared with RE include but are not limited to:

- a. **Bio data updates (name and contact info)**
- b. **User Preferences (communications preferences, topics of interest)**
- c. **Engagement tracking (survey submissions, event participations, email analytics, website engagement)**

Examples of data to be shared with the proposed platform from RE include but are not limited to:

- a. **Constituency and Bio data (name and contact info, board involvement)**
- b. **Giving activity**
- c. **Event details (date, capacity, ticket prices)**

2. UA would like the proposed solution to also integrate with GA4 (Google Analytics); see pg. 16, Question #8. Integrations with social platforms for login capabilities and engagement tracking would also be ideal. Currently Sprout Social is being used for social media content planning/execution/tracking and it would be of interest to explore integrations with this tool.

- Q. From RFP Section: Minimum Requirements #5 & Page Number: 12, when you mention end-users logging in to a website - what do you intend for the end-user to see/find/use? **Response: As one example, UA has login-protected documents that are available to specific board members through our giving website. It would also be helpful to allow users who are logged in, the ability to review and update their bio data, such as contact information and communications preferences. Users who are logged in may also view an alumni directory or access exclusive engagement opportunities not available to users who haven't verified their identity by logging in.**

- R. From RFP Section: Hosting and Constituent Engagement & Page Number: 15 #7, what types of news module capabilities are you looking for? Newsletters? Please clarify a bit further. **Response: UA would utilize an email management platform within the solution to deploy newsletters. These newsletters should also be viewable as a webpage with the ability to generate a unique URL for future reference. Examples of news module capabilities UA is looking for include the capability of users to search by categories or key words to filter and dynamically display content of interest. These modules should be templated for ease-of-use and efficiency in adding new stories.**
- S. What is UNCW looking to market with its emails? Any particular focus? Or a wide variety? Please provide examples. **Response: UA is primarily responsible for engaging the institution's alumni and donor populations. Philanthropic campaigns, alumni engagement, academic area promotions and university news are areas of focus.**
- T. Does any third-party integrations are required? **Response: The expectation of UA is that the proposed software/solution would have an existing integration with RE. Also see B. and P. above.**
- U. Are you using any automation or workflow tools? **Response: Not currently, as it relates to this RFP and request for a proposed solution.**
- V. How often will you send emails? **Response: Daily, sometimes multiple times per day.**
- W. Whether there will be dynamic content or personalized elements? **Response: UA utilizes dynamic/conditional content and merge fields to personalize emails with our current tool and would be interested in improving our capabilities.**
- X. Who are you targeting with this email campaign? **Response: Alumni, donors and prospective donors, volunteers, students, faculty and staff, and members of the community**
- Y. How many concurrent user(s) login in the system? **Response: There may be up to 20 members of UA staff using the proposed solution at the same time. There may also be dozens of end-users logged into the system concurrently.**
- Z. How many Role Based user login(s) (are there)? **Response: UA would prefer a few role-based permissions for administrators (staff) that would allow for access to specific areas of the solution to accommodate content creation, workflow management or analytics review, for example. Roles could also be used to provide access to specific external users who have permission to access or engage with different content areas of the websites. There are currently two roles being used for this purpose in the current system and could see this growing.**
- AA. Is (the) redesigned website to be hosted in cloud? **Response: The expectation is that the proposed solution would provide hosting services for the two websites, giving.uncw.edu and alumni.uncw.edu**
- BB. What is existing database size? **Response: Approximately 350,000 constituents**
- CC. What is the number pages in the existing website to redesign? **Response: Giving.uncw.edu has approximately 70 pages in total currently, and alumni.uncw.edu has approximately 60 pages in total currently. Each site has 8-12 templates for which design support will be needed from the proposed solution.**
- DD. Can you provide more details on the event frequency (hourly, weekly)? **Response: UA manages, on average, 3 events per week throughout the entire calendar year. Most events span a few hours, while a few, like Homecoming, span a few days and encompass multiple sub-events under the main Homecoming event.**

- EE. Do you require audit trailing of event management process? **Response: The expectation is that event information would be shared with RE for record-keeping and any future auditing needs.**
- FF. Previous Bid Amounts: Could you provide the previous bid amounts or cost range for similar contracts? This information would help us align our pricing expectations accordingly. **Response: UA has not submitted a bid for this requirement in the recent past to use as a reference.**
- GG. Would there be an opportunity to discuss custom integrations post-award if required? **Response: Integrations with social platforms for login capabilities and engagement tracking would be preferred. Currently Sprout Social is being used for social media content planning/execution/tracking. Although not part of the scope of the RFP, it would be of interest to explore integrations with such tools. There would be opportunities to discuss custom integrations, if and as needed, post-award.**
- HH. With Blackbaud Raiser's Edge, is there a specific data frequency or real-time requirement? **Response: The current solution used by UA allows the ability to define the frequency for different activities. For example, email engagement data may feed over to RE every 30 minutes where other transfers occur daily. Real-time transfers would be expected when external users are viewing their bio data through the websites or when an email is processing to deploy, and the software is retrieving current email addresses from RE. It would be preferred that the proposed solution offers similar options, but this is not a requirement as part of the RFP scope.**
- II. Clarification on Optional Extensions: For the optional yearly extensions beyond the initial contract term, will there be any adjustments or evaluations based on performance metrics, or is it a standard renewal process? **Response: The awarded vendor's and solution's performance will determine whether or not UNCW exercises its option(s) to renew beyond the initial contract term. Vendors should propose all not to exceed costs within the scope of the RFP, for all five potential years on ATTACHMENT A.**
- JJ. Transition Assistance: In the event that UNCW opts not to renew the contract, are there specific expectations for the six-month transition period? What level of assistance does UNCW expect, and will this transition period include additional compensation? **Response: If there were to be a transition away from the proposed solution, UA would request assistance in maintaining the current level of service until migration to a new solution occurred, up to six months. According to Section 5.5, pg. 16, "The State shall pay Vendor for any resources utilized in performing such transition assistance at the most current rates provided by the Contract for performance of the Services or other resources utilized."**
- KK. Detailed Pricing Model: Could you provide guidance on the pricing model UNCW prefers? For instance, should we (vendors) include itemized pricing for each component (website, email marketing, event management), or is a lump-sum annual cost acceptable? **Response: Vendors should minimally provide not to exceed pricing on ATTACHMENT A, but may also provide itemized and helpful pricing on a separate page of the proposal by noting on ATTACHMENT A, "See also attached".**
- LL. Scoring Breakdown: Could we get more detailed information on the scoring rubric, especially the technical components? Understanding the breakdown could help us tailor our proposal effectively. **Response: Vendor proposal questions will be scored based on a 0-5 scale, with a 5 meaning the response far exceeded all expectations.**
- MM. 5.3 TECHNICAL APPROACH, P15: Can you please provide a high-level overview of your Advancement Office structure and how Central IT and Advancement work together? **Response: The following teams within UA will be directly involved with the proposed solution: communications, annual giving, events, alumni engagement, data processing and gift administration. The communications team includes one web administrator with front-end development experience. UA closely partners with Information Technology Services (ITS) for domain setup and renewals along**

with security compliance, as well as partnering with the university's central marketing office for branding guidance to ensure consistency with other university platforms.

- NN.5.3 TECHNICAL APPROACH, P15: Will this project be led by Advancement, Central IT, both, other? If multiple, which office will be responsible for what role? **Response: The proposed solution will be managed by UA with support provided by university partners.**
- OO. 5.3 TECHNICAL APPROACH, P15: What are the minimum functions that need to be in place for go-live (e.g., full legacy system replacement, portal replacement, etc.)? **Response: UA is requesting that access to the proposed solution be provided by 4/15/25 at which time the staff can begin training and populating content, with the solution functional (alumni.uncw.edu and giving.uncw.edu websites operational, email and events management operational) by 6/20/25. Also see Section 4.1. Vendors can arrange milestone payments with UNCW as portions are completed in progression towards a "go-live" and in determining the effective date of the contract.**
- PP. 1.0 PURPOSE AND BACKGROUND Are there any institutional initiatives (e.g. Capital Campaign, Student System Replacement, etc.) that could affect resource availability? **Response: None of which that UA is currently aware.**
- QQ. 1.0 PURPOSE AND BACKGROUND Looking towards the future, what are UNCW's 5-year strategic goals? **Response: UNCW's strategic plan can be referenced on this webpage: <https://uncw.edu/about/leadership/strategic-plan/>.**
- RR.1.0 PURPOSE AND BACKGROUND How does changing systems impact those goals? **Response: See pg. 6, 1.0 Purpose and Background.**
- SS. 1.0 PURPOSE AND BACKGROUND How does not changing systems impact those goals? **Response: See pg. 6, 1.0 Purpose and Background**
- TT. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing, Could you share which data warehouse solutions you currently use or are considering? **Response: UA is using RE as our constituent database.**
- UU.5.5 QUESTIONS TO VENDORS, P16, Email Marketing, Where do you lose time or revenue in your current processes? **Response: See pg. 6, 1.0 Purpose and Background.**
- VV. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing, How are you personalizing communications? Can you describe your current state, including which channels you are personalizing based on constituent data or behaviors? **Response: UA utilizes dynamic/conditional content and merge fields to personalize emails with the current tool and would be interested in improving capabilities.**
- WW. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing, Please describe your current use of Google Analytics or any other web tracking tools. **Response: UA uses GA4 (Google Analytics) along with an online software called Mouseflow to generate heatmaps indicating online engagement.**
- XX. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing Can you describe how that data is currently tracked and used? Is your goal to take the data (whether it exists in the source system, CSV or other format) and get a more holistic view of cross-channel performance? What questions do you want to answer with analytics? **Response: Limited email analytics are currently tracked within BBNC and shared with a constituent's profile in RE through existing integrations between the two systems. The goal is to better identify and understand the audience's actions across sent emails and website channels to develop engagement strategies. See the response to Question YY, below, for additional specifics.**

- YY. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing, Are there specific data points that you are currently missing? Anything on the wishlist for data you would like to use to better personalize or improve your campaign analysis? (For example, are you happy with the data you have or do you feel there are gaps in your data?) **Responses: Regarding email analytics, the current system being used is very limited. UA would like to be able to see all clicks for each recipient, time opened, device and inbox type, and attributed transactions (event registrations, bio form completions, for example) to optimize email content. Within the proposed solution, it would be ideal to be able to identify engaged segments that would benefit from follow-up outreach to build out automation strategies or outreach campaigns that are more sophisticated than a single touchpoint.**
- ZZ. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing Are you interested in personalizing the web experience based on individual profiles and behaviors? If so, what CMS do you currently use for the website? **Response: As indicated on pg. 6, 1.0 Purpose and Background, UA is currently using BBNC for our website hosting and management. As one personalization example, UA has login-protected documents that are available to specific board members through the giving website. It would also be helpful to allow users who are logged in, the ability to review and update their bio data, such as contact information and communications preferences. Users who are logged in may also view an alumni directory or access exclusive engagement opportunities not available to users who haven't verified their identity by logging in.**
- AAA. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing Would you like to integrate other channels into your automated campaigns, such as SMS or digital advertising? If so, what platform(s) are you currently using to manage those channels? How many ad campaigns and audiences do you currently manage? **Response: This may be more robust than the current needs of UA, but there is always interest in learning more. Currently, StackAdapt is used to deploy programmatic ads, with approximately 8-10 campaigns per year. There are different tools utilized for SMS outreach, such as Ruffalo Noel Levitz, with whom we currently contract for the Engagement Calling Center (phone-a-thon).**
- BBB. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing How are you currently creating lists/segments for your email communications? What roles are involved in this process and how long does it take to create a list? **Response: UA has the ability to utilize dynamic constituent queries from RE, along with imported lists via CSV files, if needed. Creating an email recipient list is currently a simple process that is not time-consuming, however creating segments based on a user's actions or activity is cumbersome and not easily achieved in the timeframe where it would be worthwhile.**
- CCC. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing Do you currently have a way to link together multiple profiles for the same individual? **Response: A unique 9-digit identifier is used for all constituents.**
- DDD. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing Can you provide a list or diagram of your current tech stack? Please include any email systems currently in use. Are you planning to retire all other email solutions as part of this transition? **Response: Please refer to pg. 6, 1.0 Purpose and Background.**
- EEE. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing, How does the department currently make use of social media platforms (Facebook, Instagram, Twitter, Weibo, WeChat etc.)? What are the volumes of posts, mentions etc.? How is social listening utilized? **Response: UA uses Sprout Social for social content posting and listening. Current platforms utilized are Facebook, LinkedIn, YouTube, Instagram and Threads.**
- FFF. 5.5 QUESTIONS TO VENDORS, P16, Email Marketing, What KPIs are you using to measure success? What are your top strategic goals (i.e. increase ticket sales, increase upselling, increase renewals, acquire new fans)? **Response: UA is primarily responsible for engaging our institution's alumni and donor populations. Philanthropic campaigns, alumni engagement, academic area promotions and university news are areas of focus.**

- GGG. For Pricing, how many emails does the department send to constituents per year? **Response: Approximately 300**
- HHH. For Pricing How many contacts (unique email addresses/handles) are there in your marketing database? **Response: Approximately 180,000. Complete contact information is not available for everyone, and all contacts are not contacted.**
- III. For Pricing How many text messages and push notifications does the department send to constituents per year? **Response: Approximately 10**
- JJJ. For Pricing How many users are there in the current marketing automation system(s)? **Response: Upwards of 20, with 4 high-level admins that require full access, and the remaining admins would have varied access as needed.**
- KKK. For Pricing, a solution may have the ability to create separate marketing workspaces for different teams/units so that you can have separate areas to store data and assets while controlling which users have access to each workspace. These workspaces are all part of one unified marketing platform. Would you need/want to manage communications for areas separately (i.e. Foundation, Alumni Association and Athletic Foundation separately), or do you envision having all units working within a shared marketing workspace? **Response: Although not part of the RFP scope, it would be helpful to see how the different spaces function before deciding which would be more useful. Organization of assets and campaign by department/initiative could be helpful, but it's not necessarily needed to exclude admins from different workspaces.**
- LLL. For Pricing, do your departments require separate data security, content, and reporting? Or can they work in a shared environment? **Response: Shared environments**
- MMM. For Pricing, if applicable, please list an approximate number of users by business unit. **Response: See JJJ. above.**
- NNN. For Pricing, will you require multiple IP addresses or domain names? If so, please describe. **Response: One domain, two subdomains: giving.uncw.edu and alumni.uncw.edu**
- OOO. For Pricing, are you open to a multi-year agreement (i.e. 3yr, 5yr) **Response: Proposed pricing on ATTACHMENT A could be a multi-year agreement, since it was requested to obtain not to exceed pricing for one year, with the option to renew for up to an additional four years, annually – potentially up to a 5-year agreement. The intent is to make an award for a one year contract with options to renew. Therefore vendors should apply such pricing on ATTACHMENT A. If this is not done, then the vendor runs the risk of being deemed non-responsive. If, however, a vendor would like to propose a substantial discount for an alternate term agreement, a vendor may do so, for consideration, but should still apply the requested pricing on ATTACHMENT A.**
- PPP. 5.5 QUESTIONS TO VENDORS, P16, Event Management, how many events are paid, and how many are free? **Response: Approximately 50% of the events are free, however, there is the offered ability to make a gift (donation) when registering for 90% of the events.**
- QQQ. 5.5 QUESTIONS TO VENDORS, P16, Event Management, how many event registrants do you have on an annual basis? **Response: Approximately 160,000**
- RRR. 5.5 QUESTIONS TO VENDORS, P16, Event Management, how many events does the institution host annually? **Response: UA does not have access to the entire university's number of events.**
- SSS. 5.5 QUESTIONS TO VENDORS, P16, Event Management, what is the total number of event creators? **Response: Six**
- TTT. 5.5 QUESTIONS TO VENDORS, P16, Event Management, what is the total number of users who need visibility access (not event creators)? **Response: Unlimited. As event registration pages are publicly viewable there should not be a limit on the number of people that can view the webpage.**

- UUU. 5.5 QUESTIONS TO VENDORS, P16, Event Management, is there any event data that needs to be migrated? If so, what volume? **Response: Yes. Event registration information needs to be passed back to RE, our constituent database, in real-time or daily at a minimum.**
- VVV. 1.0 PURPOSE AND BACKGROUND, does the organization plan to review CRM systems in the future? If so, is this RFP intended as a stopgap measure until a CRM strategy is finalized? **Response: It's intended that the proposed solution would be utilized long-term and not as a stopgap measure.**
- WWW. 1.0 PURPOSE AND BACKGROUND, is system consolidation a priority to minimize vendor complexity and integration costs? Would a solution that combines CRM, constituent engagement, and marketing functionalities be beneficial to your team? **Response: Yes, this is the purpose of the RFP and the desire to move away from BBNC.**
- XXX. 1.0 PURPOSE AND BACKGROUND, beyond functionality and price, are there specific factors in the vendor selection process that are particularly important to your team (e.g., existing client relationships, proven advancement success, innovation)? **Response: In addition to Section 3.4 EVALUATION CRITERIA, factors of particular importance have been asked in Section 5.5 QUESTIONS TO VENDORS.**
- YYY. 1.0 PURPOSE AND BACKGROUND, is your team considering leveraging autonomous agents, or AI-driven virtual assistant for things like streamlining engagement, improving operational efficiency, and enhancing the personalization of donor and alumni interactions? **Response: Although not part of the scope, UA may be interested in exploring this functionality/capability in the future.**
- ZZZ. RFP Section 4.0, Page 12: What are the requirements for variable or customized dynamic content for end-users logging in? **Response: As one example, UA has login-protected documents that are available to specific board members through our giving website. It would also be helpful to allow users who are logged in the ability to review and update their bio data, such as contact information and communications preferences. Users who are logged in may also view an alumni directory or access exclusive engagement opportunities not available to users who haven't verified their identity by logging in.**
- AAAA. What payment types (direct debit, Venmo, etc.) do you accept for online transactions (gifts/registrations/etc.)? **Response: Debit/Credit through Visa, MC, American Express or Discover**
- BBBB. RFP Section 4.1, Page 12: Given that implementation for (a) solution is (can) often (take) close to 12 months, our contracts require a 36-month minimum term. Would a 36-month term be considered? **Response: The expectation is that the proposed solution is fully operational by 6/20/25, before the current contract with BBNC ends. See additional response from OOO. above.**
- CCCC. RFP Section 4.2, Page 13: How many emailable contacts will you store within the solution? **Response: The expectation is that this information will remain in UA's database (RE) with integrations set up for the data to feed back and forth from the database to the proposed solution to ensure that each delivery is sent to the most up-to-date email address.**
- DDDD. What is the average size of a bulk email? **Response: Email audience sizes range from a few thousand to 80,000.**
- EEEE. How many recurring gifts would you need to convert? **Response: This is not applicable for the proposed solution referenced in this RFP. The current online giving solution is GiveCampus, and we do not plan to migrate from this solution at this time.**

FFFF. How many administrators would be logging into the system? **Response: Upwards of 20, with 4 high-level admins that require full access, and the remaining admins would have varied access as needed.**

GGGG. How many total users would be using the solution? **Response: See response to Question FFFF. above, for internal users. Externally, the expectation is that the proposed solution would provide the ability for alumni, donors and volunteers to create logins to access different engagement opportunities. The solution currently used by UA has approximately 6,000 registered users, which may increase with in the new solution.**

Execute Addendum:

VENDOR: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

NAME and TITLE (Typed): _____

ADDRESS (CITY, STATE & ZIP): _____