



Mines Advisory Group (MAG) America, Inc.

RFP: Printing Services

January 2, 2019

1. Company Profile

Mines Advisory Group (MAG) America is a 501(c)3 nonprofit organization based in Washington, D.C. whose mission is to save lives and build safer futures by supporting the work of MAG. MAG finds and destroys landmines, cluster munitions and unexploded bombs in places affected by conflict. Since 1989, we have helped over 18 million people in more than 60 countries rebuild their lives and livelihoods after war. By removing landmines and unexploded bombs from land, we enable communities to grow more food and make a better living, access better health services, and send their children to school on secure paths. MAG has found and destroyed more than 700 landmines and unexploded items per day – day in and day out – for nearly 30 years. That’s 5,000 items each week for over a quarter of a century.

2. Scope of Work

MAG America is seeking a printing company to provide high-quality professional materials for four direct mail appeals, two bi-annual newsletters, 1 custom thank you/holiday card print run, an evergreen supply of postcard renewal reminders, and one-off logo printing runs on small gifts including notebooks and magnets. All quantities listed below are approximate. The timeline for projects includes:

- Production of custom MAG America magnets by February 15, 2019 (quantity: 500)
- Production of postcard renewal reminders by March 1, 2019 (quantity: 500 items total)
- Production of MAG America notebooks (date flexible, approximate quantity: 100)
- Production of a spring direct mail campaign by April 1, 2019 (quantity: 3,000)
- Production of a spring newsletter by April 30, 2019 (quantity: 6,000)
- Production of a summer direct mail campaign by June 15, 2019 (quantity: 3,000)
- Production of a fall direct mail campaign by September 1, 2019 (quantity: 3,000)
- Production of a fall newsletter by October 15, 2019 (quantity: 6,000)
- Production of year-end direct mail appeal by November 10, 2018 (quantity: 3,000)
- Production of holiday thank you cards by January 3, 2020 (quantity: 500)

MAG America is open to working with printers to best accommodate a timeline that is feasible for both the in-house design team and the external printing schedule. All listed dates are approximate and meant to illustrate the overall pace of production. All proposed date changes will be considered alongside the production schedule of materials between the US and UK offices.

3. Project details

Included as an addendum to this RFP are sample versions of previous print materials for reference in estimating cost. Please note the following:

- Newsletters are a 12-page, middle staple, color fold print job with a pre-printed envelope attached to the middle staple as a soft-ask for donations.
- All newsletters have no personalization / variable fields and can be run as a generic batch.
- All direct mail campaigns have several variable fields in the main letter, no variable fields in the lift piece, and need to be run with a match against variable fields and against external envelope (see further direct mail specs below).
- All direct mail campaigns will have a recipient list furnished by MAG America, including all required fields and variables.
- All direct mail campaigns must include collating pieces and inserting into #10 envelope and seal.
- Holiday cards are full color with bleed, cardstock folded.
- Holiday cards have no personalization and can be run as a generic batch.

Direct mail specs for the attached example are as follows:

- Letter size: 8.5 x 14 folded to 8.5 x 3.5 (1 perf 8.5” direction)

- Letter paper: 24# white text, 4 color/black
- Lift piece size: 8.27 x 11.69 folded to 8.27 x 3.89
- Lift piece paper: 24# white text, 4 color, 2 sides
- Reply envelope: #9 Envelope white wove, black 1 side (no bleeds)
- Direct mail envelope: #10 Envelope white wove, 4 color 1 side VS black 1 side (no bleeds)

4. Working Relationships

At this time, MAG America's printing relationship is being jointly managed by Kathryn Duval, Development Director, and Lisa Chun, Development Operations Coordinator. Kathryn and Lisa will serve as the primary points of contact in the production of materials, based out of the Washington, D.C. office and working EST hours.

Occasionally, the printing company may interface with members of the direct mail team based out of MAG's global headquarters in Manchester, England. Louise Wells, Head of Individual Giving, and Lucy Hobson, Individual Giving Assistant, may provide additional resources for artwork. Louise and Lucy work UK hours, +5 from EST.

6. Evaluation Metrics

MAG America will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history
- Samples and/or case studies from previous projects
- Projected costs
- Experience and technical expertise
- Responsiveness
- Strong references

7. Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all 5 metrics in the evaluation section should submit a proposal.
- Proposals must be sent in by February 13, 2019. Bidders who are interested in submitting a proposal should inform Kathryn Duval (kathryn.duval@maginternational.org) no later than January 30, 2019.
- Include samples and references with your proposal.
- Proposals should not be more than 6 pages maximum. Failure to comply to this guideline will result in an automatic rejection.
- A proposed schedule must also be included and clearly expressed.

8. Contact Information

For questions or concerns connected to this RFP, please contact Kathryn Duval at 202-903-0375 or kathryn.duval@maginternational.org.