



## Request For Expression of Interest (EoI)

<b>Description:</b> Potential new vendors for Mercy Corps Direct Mail Acquisition Program (List Brokerage, List Management, and/or Merge Data Services)	<b>Reference No:</b> HQ 371
<b>Location:</b> Remote (USA)	<b>Correspondence Language(s):</b> English
<b>Posting date:</b> Wed, February 22nd	<b>Submission Deadline:</b> Wednesday, March 8th
<b>Description of Project:</b>  To strengthen our mass market donor pipeline, Mercy Corps is seeking a new agency partner(s) to help us reach new mission-focused donors through our direct mail acquisition program. We are looking for partner(s) to help us manage our own rental list, reach out to other list managers/brokerages to help us tap into new markets and negotiate prices on our behalf, and provide best in class data hygiene procedures to help our fundraising campaigns reach their intended audiences.	

### Background

Mercy Corps is a leading global organization powered by the belief that a better world is possible. In disaster, in hardship, in more than 40 countries around the world, we partner to put bold solutions into action — helping people triumph over adversity and build stronger communities from within. Now, and for the future.

With a new ten-year strategy, now is the time for Mercy Corps to explore new markets to reach new audiences and acquire loyal, mission-focused donors who will support our work now and for years to come.

We're looking to hear from agencies excited about partnering with us to support our Direct Mail Acquisition program, offering list brokerage, list management, and/or merge data services. If your company does not provide all three services, we invite you to still submit an expression of interest. Companies will not be disqualified from participating in the later RFP process if they do not offer all of the aforementioned services – we are looking for best in class service, not a one-size-fits-all agency.

### Expression of Interest

In order to be considered as a potential supplier, interested individuals/entities should...

1. Express your interest in participating by submitting a one page cover letter;
2. Submit a company profile (NOT to exceed five pages) demonstrating your experience with direct mail acquisition, list brokerage/management, and/or data merge/purge and data hygiene protocols. This is not a proposal but is intended as an opportunity to demonstrate your value proposition and indicate your capacity to deliver new leads and potential donors on behalf of Mercy Corps. Please also indicate whether your company can offer all or some of these services we are seeking as part of this tender: List Brokerage, List Management, and Merge Data Processing Services;
3. Include a signed Non-Disclosure Agreement (annex 1 attached)

### Process



## Request For Expression of Interest (EOI)

---

After Wednesday, March 8th 2023, you will be notified whether you are invited to participate in the tender process. We will then share the full Request for Proposal (RFP) and you will have one week for questions and another week to prepare your proposal. All RFP submissions will be due on March 24, 2023. After reviewing all the proposals, shortlisted agencies will be asked to interview with a selection committee before a final decision is made.

The Expression of Interest and any accompanying documents must be received by Mercy Corps no later than the date and time indicated in the heading on the email address below:

**Email for Submission of EOI:** [tenders@mercycorps.org](mailto:tenders@mercycorps.org)

**Email subject:** Submission to HQ371

**Important:** No formal offers or prices are requested in this phase.

### Special Procurement Conditions and Additional Information

- This call for Expression of Interest does not constitute a solicitation. **We do not require financial proposals at this stage;** we merely seek your expression of interest in participating in a future tender.
- Mercy Corps reserves the right to change or cancel the requirement at any time during the EOI and/or solicitation process. Mercy Corps also reserves the right to require compliance with additional conditions as and when issuing the final solicitation documents.
- Submitting a reply to a call for EOI does not automatically guarantee receipt of the solicitation documents when issued.
- Invitations to bid or Requests for Proposals and any subsequent purchase order or contract will be issued in accordance with the rules and procedures of Mercy Corps.