

STATEMENT OF WORK DIRECT MAIL CAMPAIGN

BACKGROUND

In 2018, Michigan residents took fate into their own hands by approving Proposal 2 and revising the Michigan Constitution to shift the responsibility for redistricting in the State of Michigan. Instead of the Legislature being responsible for redistricting, this authority now belongs to the MICRC. Through transparency and public engagement, the MICRC is responsible for adopting a redistricting plan for the Michigan Congressional, House, and Senate districts.

To increase awareness and engagement, the MICRC seeks to provide targeted marketing to those without internet predominantly in rural areas across the state.

SCOPE

The MICRC seeks to send out postcards to as many Michigan households as possible for \$49,999.99. The MICRC will provide the address list. The only variable data is the name and address. The contractor would be responsible for design, printing, handling, presort, and postage.

REQUIREMENTS

1. 4x6 postcard stock
2. Bidder must provide a breakdown of the costs involved in sending as many postcards as possible without exceeding \$49,999.

This breakdown must include:

- Design
 - Printing
 - Handling
 - Presort
 - Postage
3. Bidder must provide costs for each of the following ink color options:
 - Black and white, front and back
 - One side color and one side black and white
 - Color, front and back

TIMELINE

The MICRC needs this direct mail campaign completed within one week after the signed contract. Bids are due Tuesday, Sept. 14 at 4:00 p.m. EDT.

QUESTIONS

Please direct all questions and bid submissions to Edward Woods III, MICRC Communications and Outreach director, at woodse3@michigan.gov.

Woods, Edward (MICRC)

From: Tiffany Dowling <[REDACTED]@biz>
Sent: Thursday, September 16, 2021 9:23 AM
To: Woods, Edward (MICRC)
Subject: Re: Print Quote

CAUTION: This is an External email. Please send suspicious emails to abuse@michigan.gov

Edward – It will be seven days to print, address and mail.

Thanks! TD



Tiffany Dowling
President & CEO
tiffany@m3group.biz
P 517-203-3333
C [REDACTED]

Headquarters:
221 West Saginaw St., Lansing, MI 48933

Detroit Office:
1234 Washington Blvd., Detroit, MI 48226

[517 Business and Life](#)
[Great Lakes Bay Magazine](#)
[The Current](#)

From: "Woods, Edward (MICRC)" <WoodsE3@michigan.gov>
Date: Thursday, September 16, 2021 at 8:34 AM
To: Tiffany Dowling <Tiffany@m3group.biz>
Subject: RE: Print Quote

Would you please identify the timeline to mail the postcard out after an approved contract? I need this ASAP.

From: Tiffany Dowling <Tiffany@m3group.biz>
Sent: Tuesday, September 14, 2021 4:01 PM
To: Woods, Edward (MICRC) <WoodsE3@michigan.gov>
Subject: Print Quote

CAUTION: This is an External email. Please send suspicious emails to abuse@michigan.gov

Edward –

Here is the print quote I put together with one of my strategic partners.

Please let me know if you have any questions.

TD



Tiffany Dowling

President & CEO

tiffany@m3group.biz

P 517-203-3333

C 517-290-8739

Headquarters:

221 West Saginaw St., Lansing, MI 48933

Detroit Office:

1234 Washington Blvd., Detroit, MI 48226

[517 Business and Life](#)

[Great Lakes Bay Magazine](#)

[The Current](#)



MICRC Direct Mail Proposal

Direct Mail RFP

Date:	September 14 th , 2021
Projects:	Direct Mail Program
Submitted by:	Marisa Horak Belotti, The F.P. Horak Company Tiffany Dowling, M3 Group

Project Scope

The F.P. Horak Company and M3 Group, are leading providers of print and integrated marketing services, is delighted to submit this proposal.

This Statement of Work (SOW), when signed, constitutes an engagement of The F.P. Horak Company by Ally to produce the following project.

Direct Mail RFP

Creative: 6 events @ \$1,500/piece

Print:

100,000 \$4,608

125,000 \$5,578

150,000 \$6,563

Postage & NCOA

Estimated at \$0.32 each

\$2.50/M with a \$25.00 minimum if needed



Our Team

Marisa Horak Belotti
President



Tiffany Dowling
President and CEO of M3 Group



Terms and Conditions

This Statement of Work and associated costs is accurate based upon our experience with similar projects. Factors that affect the cost include additional work not included in project scope and changes to workflow process or timing.

If at any point during the process the need for additional work and/or costs is uncovered, a revised proposal will be provided for client approval.

Payment

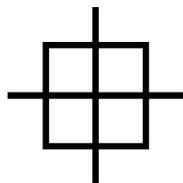
Progress billing will begin at the end of each month against the work performed to date. All terms are net 30 unless specified otherwise. If work is postponed by client for more than 30 days, The F.P. Horak Company will bill entire cost to date for work that has been completed.

Client Approval: _____

Date: ____/____/20____

Representative of F.P. Horak: _____

Date: ____/____/20____



Working together to improve your bottom line.



No Internet Direct Mail Campaign Proposal



George Adam, *Business Development & Client Services Director* | 616-965-3753
Extend Your Reach | 4908 Contec Drive | Lansing, MI 48910

September 10, 2021

Edward Woods III
Michigan Independent Citizens Redistricting Commission
PO Box 30318
Lansing, MI 48909

Greetings, Edward.

Thank you for considering Extend Your Reach (EYR) as you search for a direct mail campaign partner. Our team has looked over the Request for Proposals document, and I am pleased to present this bid.

Extend Your Reach offers clients only the best in Design, Marketing, Printing, and Mail Services. We come highly recommended by **The Light Bulb Company, KConnect, Canadian Lakes, the City of Wyoming, Henry Ford Health System, and more.** Our business partnerships are built to last with some that span more than 20 years.

Included in this proposal you'll find a brief history of Extend Your Reach, an overview of our approach to statement processing, our security credentials, and examples of the quality you can expect when partnering with us. If you have any questions or concerns, feel free to contact me.

Thank you again for this opportunity.

George Adam
Business Development & Client Services Director
Extend Your Reach



ABOUT EXTEND YOUR REACH

For almost 40 years Extend Your Reach has had the privilege of working with clients across the spectrum, creating marketing campaigns, informational booklets, invitation suites, letters, emails, websites, landing pages, postcards, and more. Our clients include:

- Nonprofit Organizations
- Local Businesses
- Credit Unions & Banks
- Government Agencies
- Higher Education Institutions
- Insurance Agencies

The Federal government, the State of Michigan, and several municipalities have trusted us for decades with printing, project management, statement processing, and mailing services. We have also been closely aligned with local Chambers of Commerce, providing materials for events and participating as members.

EVOLUTION IS IN OUR HISTORY

Founded in 1982 as a mail house named Presort Services, Inc, we realized we could help our clients further by printing their projects and, later, by producing effective and attention-grabbing marketing pieces. In 2014, our Marketing Department was created to help clients develop strategic marketing plans, to provide full creative services including design and copywriting, and to help our clients execute their marketing plans from start to finish. As our services expanded, it became apparent that the name "Presort Services, Inc." just didn't tell the whole story – which is why we changed our name to Extend Your Reach and rebranded in the fall of 2014.

We have been honored to provide strategic marketing, planning, design, and content services for an array of clients in various industries. Today we draw from our years of practical experience to effectively and efficiently manage client projects, provide strategic marketing, delight our clients with our design, meet deadlines, stay on budget, and ensure that each piece adheres to our clients' extensive brand standards.

MISSION

To deliver communications solutions that inspire action.

VISION

To lead the revolution of human-to-human communication.

CORPORATE OFFICE

Extend Your Reach

4908 Contec Drive

Lansing, MI 48910

P 800.887.1959

F 517.887.2602

GR BRANCH OFFICE

Extend Your Reach

4695 44th Street SW

Suite B-130

Grand Rapids, MI 49512

P 800.887.1959

F 616.247.2853

ExtendYourReach.com

info@extendyourreach.com

KEY EYR CONTACTS

Dionne Wetzel,

Creative Director

Wanda Drozdak,

Marketing & Customer

Service Representative

George Adam,

Customer Service &

Business Development

Director

DATA SECURITY

At Extend Your Reach, we have implemented a comprehensive set of safety protocols to ensure the security of your private data. We are:



SOC
Audited



HIPAA & HITECH
Compliant



GLBA & FRCA
Compliant



FFIEC
Regulated

Our buildings are protected by 24-hour closed circuit surveillance and card scanner access into sensitive areas. Those areas are only accessible by authorized and security-cleared individuals. We also use state-of-the-art encryption technology, Secure FTP, SSL certificates and three-tiered firewall protection. Also, each new EYR employee goes through a comprehensive screening process at the time of hire.

QUALITY CONTROL

Our Document Reliability System (DRS) is key to ensuring quality in the print and mail process. It quickly identifies doubles, missing documents, or insertion errors mid-stream—without compromising the production process or audit trail. Mail does not leave our facility until all pieces are accounted for. We use a 2D bar code on every document to ensure a match between the pieces in the statement mailing and the envelope. A scan of the small code pairs all documents and provides data for audit and tracking reports.

PROJECT BRIEF & PRICING

MICRC is responsible for creating a redistricting plan for Michigan Congressional, House, and Senate districts. Since transparency and public engagement are vital, MICRC aims to increase awareness through a targeted direct mail campaign specifically to those Michigan households without internet access, predominantly in rural areas across the state. To reach as many households as possible, MICRC is requesting pricing for the maximum number of postcards, including postage, possible for a budget of \$49,999.99. The statement of work specifies that MICRC will provide the address list.

Extend Your Reach’s proposal includes pricing for design, presort, printing, postage, and delivery to the U.S. Postal Service. EYR’s standard presort services include: NCOA, CASS/BC, Deduping, and Intelligent Mail Barcoding. Also, provided both the address list and any design direction are provided directly following the execution of the signed service contract, EYR will not have a problem meeting the required one week turn time for dropping completed postcards in the mail stream. Since time is a factor in this mailing, EYR proposes first-class postage rates for the postcards.

SERVICES	BLACK & WHITE BOTH SIDES	COLOR FRONT B/W BACK	FULL COLOR BOTH SIDES
Graphic Design	\$ 195.00	\$ 195.00	\$ 195.00
Presort Services	\$ 1,266.00	\$ 1,212.00	\$ 1,212.00
Print Production	\$ 4,694.33	\$ 6,765.63	\$ 6,765.63
Postage	\$ 43,684.00	\$ 41,728.00	\$ 41,728.00
Delivery to USPS	\$ 33.00	\$ 33.00	\$ 33.00
TOTAL PRICE	\$ 49,872.33	\$ 49,933.63	\$ 49,933.63
TOTAL QUANTITY	134,000	128,000	128,000

STOCK: EYR proposes to use our house 100lb gloss cover stock for best presentation in recipient mailboxes.

NOTE: The pricing for both options that include color printing is the same because it must be printed on our color digital press. Pricing per click is the same for color or black only. Although switching digital presses (color to b/w) is possible, we don’t recommend it due to the likelihood of registration issues from one side of the sheet to the other.

WORK SAMPLES

We've included a samples of postcards we've designed and produced for clients. You can find our project portfolio online at: <https://extendyourreach.com/design-portfolio/>



The fish called ... it's getting HOT. She wants the AC fixed!



"Everyone was very helpful and friendly and the workmanship was 100 percent. I would recommend them to everyone ... service was excellent."
— Scott



Here are two COOL deals to help keep your pets and family comfortable this summer.



PRSR STD
U.S. POSTAGE
PAID
GRAND RAPIDS, MI
PERMIT #17

\$19⁰⁵ New Customer Special

To celebrate Schaafsma keeping people comfortable since 1905.

\$39* Air Conditioner Tune Up Special

PLUS we guarantee your AC won't break down this summer or we'll return for free!

* With qualifying Consumers Energy rebate. Central air only. Call for details, exclusions may apply. Expires 06/26/18.

CALL TODAY! 616-301-6517

