

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.