

2014-05-23

REQUEST FOR PROPOSAL  
TORONTO ZOO DEVELOPMENT & SPONSORSHIP  
ANNUAL FUNDRAISING PROGRAM  
RFP #140 (2014-05)  
ADDENDUM # 2

---

This addendum shall be incorporated into, and form part of the above and take precedence over all requirements of the previously issued bid documents including plans. This addendum must be signed by the bidder (signing officer) in the appropriate space and must be attached to the Form for submission by the bidder. This Addendum consists of three (3) pages.

**Direct Mail**

1. Question - How many times do you solicit your current donors in a one year time? What are the response rates per?  
Answer - We generally conduct 3 Campaigns. Response rates vary especially when acquisition is included.
  
2. Question - Lapsed donors — how far back do you mail into your lapsed file? Can you give us a breakdown  
Answer - 26 to 36 months old  
37 to 48  
48+  
We generally include lapsed up to 2 years.
  
3. Question - Could you share who you're presently trading with and provide response rates & average gifts?  
Answer - We do not provide this information.
  
4. Question - Have you tried rental lists?  
Answer - The Zoo does not rent lists.
  
5. Question - Do you have a welcome package for new donors?  
Answer - No, we do not.
  
6. Question - Do you have any goals in mind?  
Answer - Our overall goal is to increase revenue and acquire new donors. See RFP for current figures. We would look to the firms for goals/targets they believe can be achieved.

**Adopt-An-Animal**

- 7. Question - Each adoption lasts for one year, correct? Have you tried promoting multi-year adoptions?  
Answer - We have done only one year Adopts.
  
- 8. Question - How many renewal efforts are sent and what is the response rate per effort?  
Answer -Renewals are sent monthly. Response rates are not available at this time.
  
- 9. Question - Have you tested a straight fundraising ask vs. an adopt-an-animal ask in your Direct Mailing (DM) efforts? And, have you tried using solo DM for adopt-an-animal?  
Answer -We have only recently combined Adopt an Animal promotion with DM efforts. We have not done a solo DM for Adopt.
  
- 10. Question - For the schools, we're assuming that DM is utilized — how many schools do you currently mail to, how many times per year and what is the response?  
Answer -School fundraising is not something we do as schools do fundraising for their own programs these days. A few schools do buy Adopts but there are not many.
  
- 11. Question - Could adopt-an-animal be part of the membership ask?  
Answer - We have found that Members do not generally donate.

**Wild Walk**

- 12. Question - Isn't this (more or less) just your donor recognition wall?  
Answer - Wild Walk is a Tribute program.

**Profiling**

- 13. Have you ever profiled your DM donors and your Adopt donors?  
Answer - We have profiled our Donor Database but not distinguished them by category.

Receipt of the Addendum shall be acknowledged as part of your submission.

The Board of Management of the Toronto Zoo reserves the right to reject any or all Quotations or to accept any quotation, should it deem such action to be in its interests.

If you have any queries regarding this matter, please contact Mr. Peter Vasilopoulos, Supervisor, Purchasing & Supply, at 416-392-5916.

Yours truly,

Peter Vasilopoulos  
Supervisor, Purchasing & Supply

I/we hereby acknowledge receipt of this addendum and make allowance in my bid.

Signed (Must be Signing Officer of Firm)

Name of Firm

Date:

---

---

---