**Missouri Western State University Prospective Student Search Proposal**

**Budget:** $24,500 (not including list costs)

**Overview of Project:**

Missouri Western State University is seeking proposals for a prospective student search campaign that will include a mix of traditional direct mail and digital engagement. The University is looking for creative proposals that maximize the limited budget dollars to convert suspects into applicants. Proposals should include, at minimum, all of the services listed below. Names will be purchased by the University after consultation with chosen vendor with a quantity of roughly 20,000 names. Total name buy can be segmented with different strategies for different segments.

**Services to be included:**

* List consultation, management and processing – work with the University recruitment staff to identify the right names from the right vendors to purchase. List name buys are not part of this budget.
* Messaging and campaign consultation – provide consultation in the most effective messaging and design for postal and email search pieces. Design and printing will be completed/coordinated by the University Campus Printing and Design Office.
* Landing page development and hosting – develop and host landing page(s) related to the search campaign and provide reports and/or dashboards for tracking engagement.
* Full-variable messaging for initial mail drop based on pre-defined segmented audiences.
* Mail fulfillment services within the scope of this campaign. Postage should be included in the proposal budget.

**Include in final proposal:**

* An overview of the company, including a short bio of key team member(s) involved in the campaign.
* All services provided as part of the proposal.
* Any potential add-on services with estimated costs.
* Any potential savings from entering into multiple year agreements.
* All terms of services, including assumptions used as part of the proposal.
* Contact information.

It is acceptable to include multiple scenarios/packages that would fit within the stated budget, but include a different mix of services. Provide two copies of your proposals for final decision.

Final decisions will be based on the recruitment team’s assessment of the best use of limited dollars and potential return on investment.

**Vendor Authorized Signature**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Vendor**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_