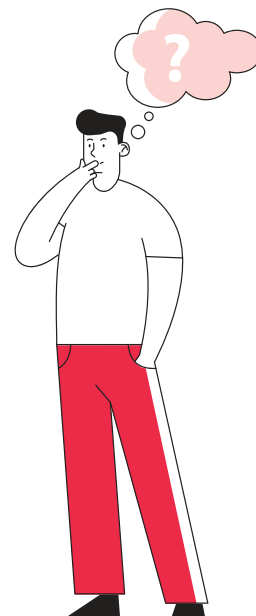


# WHAT'S BETTER THAN A RESPONSE TO YOUR RFP?

*We hope, this document. And then a conversation.*



We don't think RFPs work. There I said it.

And we don't mean just for Give Direct Response. We mean for your organization, too. Not convinced? I have a story for you.

My friend Jeff works at a mid-sized charity. As eventually happens in most mid-sized shops, he was tasked with a Request For Proposal project. In this case, to find a fundraising agency of record.

Jeff agonized over the RFP. He outlined what he thought the key problems were, provided an itemized budget, and defined deliverables and timelines.

And then he sent the RFP to 6 "top agencies in the city."

5 out of the 6 agencies sent their responses. The proposals were read, strategies were rated, and the top 3 agencies came in for presentations. From there, an agency was chosen.

The process—from crafting the initial RFP

document to final selection—took two and a half months and involved several staff and board members.

**And almost immediately after selecting the agency, things started to unravel.**

The discovery phase revealed that, contrary to what Jeff outlined in the RFP, the problems he was trying to solve weren't the problems they needed to tackle. In many ways, they had to start over. This time, with an expensive agency and contract in tow.

It was not an auspicious start.

It wasn't Jeff's fault. It wasn't the agency's fault. We believe the RFP process, when looking for a fundraising partner, is flawed. And I know this because I've spent years trying to make the process work—both at fundraising agencies and on the charity side.

**I beg you—please learn from my mistakes.**

Here's the bottom line. Just receiving a formal proposal denies you the information and the discovery space you need to make a good decision about starting a strong relationship and a successful project.

But finding the right agency who can be a partner in your work doesn't have to be fraught with obstacles. It doesn't have to be exhausting. It can be—and should be—energizing and exciting.

We've put together some information about us, to help you decide if we're the right agency to start a conversation with. If your organization requires an RFP process for selecting a fundraising agency, we believe this information will tick all your boxes. And we'd be happy to talk directly to your selection committee to explain our process.

So that's how we start—with a conversation so you can ask questions about our work, our process, our team, and see how we can help you build and execute your strategy to engage more donors and raise more money.

**Give us a shout. We'd love to talk.**



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*P.S. If you're wondering, Jeff ditched the RFP process and went on to find the right agency partner for his organization. They continue to do amazing things together. Nice work, Jeff.*