



### Statistical Information:

The campus-wide administrative software is Banner with Argos as a reporting tool; and the following are numbers for our database:

#### **Development Database** (*all person records that are not coded as deceased*):

Records: 37211; Active Records: 33138 (does not include lost alumni or those requesting no fundraising or contact); Givers: 6813 (hard credit gifts only)

#### **Alumni Records** (*all person records that are not coded as deceased and those marked as Alumni or Alumni Non-Degreed*):

Records: 33835; Active Records: 30387 (does not include lost alumni or those requesting no fundraising or contact); Givers: 4685 (hard credit gifts only)

### Desired Results:

Through the analysis, Arkansas Tech seeks to:

- Develop graphic representations to illustrate geodensity of its key constituencies, particularly its Alumni
- Identify descriptive statistics for donors, including but not limited to:
  - Major donors of \$10,000+ in a single gift
  - Planned givers
  - Annual Fund (Current Unrestricted) donors
    - Leadership donors of \$5,000+
    - LYBNTs
    - Returning SYBNTs
  - President's Club annual donors who give \$1,000+ per year for 5 consecutive years
  - Donors for Capital Projects
  - Donors for Endowments
  - Most consistent, loyal donors
- Analyze giving patterns
  - Impact of undergraduate involvement in athletics, Greek life, or other affinity program
  - Life stages
    - Children
    - Years Beyond Enrollment at Tech
    - Generational comparisons
- Develop predictive models to:
  - Produce a score for each donor in the database
    - forecast Annual Fund goals,
    - inform solicitation strategies
      - set ask amounts
      - time asks appropriately
      - target preferred delivery channels
  - Produce a score for each non-donor in the database
    - identify prospective donors

### Deliverables:

Expected deliveries by the successful firm are a summary report of the analysis, the scoring algorithm for each model, and a file containing the scores for each record so the information may be imported into our Banner database.

Submittals:

Submit five (5) copies of proposal with cost proposal in a separate, sealed envelope to:

Purchasing Department  
Arkansas Tech University  
Young Building Suite 101  
203 West O Street  
Russellville, AR 72801-2222

Note RFP 11-184 on outside of envelope.

*Respondent is responsible for checking the web site for any addenda.*

*<http://www.atu.edu/purchasing/bids.shtml>*

*In left-hand menu, select "Current Bids, RFP's and RFQ's."*

NOTE: The campus will be closed for the Christmas holidays from December 23, 2011, through January 2, 2012.

**ARKANSAS TECH UNIVERSITY  
Purchasing Department  
203 West O Street  
Russellville, AR 72801-2222**

Act 2157 of 2005 of the Arkansas Regular Legislative Session requires that any business or person responding to a Request for Quotation (Bid) submit their most current Equal Employment Opportunity policy (EEO Policy).

Although bidders are encouraged to have a viable equal opportunity policy, a written response stating that the bidder does not have an EEO Policy will be considered that bidder's response and will comply with the requirement of Act 2157.

Submitting your EEO Policy is a one-time requirement. The Arkansas Tech University Purchasing Department will maintain a file of the EEO Policies or written responses received.

**This is a mandatory requirement when submitting a bid response. Failure to submit an EEO Policy or response may result in rejection of your bid.**

If you have any questions, please call the Purchasing Department at 479-968-0269.

Thank you.

Beth Foster, C.P.M., A.P.P.  
Purchasing Program Manager

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*TO BE COMPLETED BY BUSINESS OR PERSON SUBMITTING BID RESPONSE*

- \_\_\_\_\_ EEO Policy attached
- \_\_\_\_\_ EEO Policy previously submitted to ATU Purchasing Department
- \_\_\_\_\_ EEO Policy is not available

\_\_\_\_\_  
Name of Company or Person

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (printed or typed)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date