

**Sam Houston State University**  
**PRINTING/MAILING OF ALUMNI ASSOCIATION LETTERS FOR 2012**  
**Addendum to Request for Proposal: 753-2-005KLK**  
**Bid Opening: 12/12/11 @ 3:00 p.m. CST**

**QUESTIONS AND RESPONSES**

1. Are both envelopes open window or poly window?  
Please verify that the #10 is either a window envelope or a regular envelope. If it is a regular envelope, this would mean the letter would need to be matched to the addressed envelope when inserting.  
Does the #9 envelope have a window?

**The #10 envelope is a regular envelope – no window.**

**The #9 envelope is also a regular reply envelope to fit inside the #10 envelope – no window.**

2. Is the University open to the option of an alternative bid using #10 window envelopes instead of #10 regular envelopes?

**No.**

3. Is the University open to the option of setting up a Mail Permit in the awarded vendor's City/State, if the awarded vendor is located outside of the Huntsville, TX area? Which would allow the vendor to mail the letters at Non-Profit postage rates? (If not, we would plan to ship the letters via truck to the Huntsville Post Office.)

**The SHSU Alumni Relations Department does not have a problem with the post mark being outside Huntsville, TX.**

4. Is the letter printed on face only?

**Yes.**

5. When would the art work be available?

**6 weeks prior to each mailing.**

6. Is the artwork the same for each project? If not, can we still print everything at once to save on costs?

**The artwork will be different for each mailing but the specs should be similar. You will not be able to print both at the same time because the letter for the August 2012 mailer will not be ready until Summer 2012.**

7. Would we be able to order envelopes for both mailings at the same time?

**For outer #10 envelope – No.**

**For reply #9 envelope – Yes.**

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8. Would we be able to order letterhead for both mailings at the same time or would there be possible changes to the body of the letter?

**No, you would not be able to order letterhead for both mailings as there will be changes to the body of the letter.**

9. Is there a sample letter available?

**Please see sample letter from February 2011 attached. Letters for February and August 2012 will be similar but vary in content.**

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**Sam Houston State University**  
*A Member of The Texas State University System*

OFFICE OF ALUMNI RELATIONS



ALUMNI  
 ASSOCIATION  
 LIFE ENDOWED  
 MEMBERS

Barbara N. Bright  
 Terry M. Carlton  
 Bobby L. Davis  
 W. Allen Gage  
 Joe L. Haney  
 Charles W. Jones III  
 Curtis M. Karr  
 Ronald P. Koska  
 Susan S. Lenamon  
 Dianne MacKenzie  
 Ronald P. Mafrige  
 Becky N. Martin  
 Janelle A. Paris  
 Dan I. Rather  
 Martee Rush  
 Don A. Sanders  
 Thaksin Shinawatra  
 Bonnie Thorne  
 Carol Hall Weller

JOINT LIFE  
 ENDOWED  
 MEMBERS

William T. and  
 Kerri D. Byler  
 James F. and  
 Nancy Gaertner  
 Russell D. and  
 Glenda J. Gordy  
 John M. and  
 Nancy Hoyt  
 R. Dean and  
 Betty A. Lewis  
 John R. and  
 Judith A. Ragstade  
 Dan E. and  
 Marian M. Spence

February 2011

I want to express gratitude ...

... for the reception and encouragement I have received during my first six months as the new President of your alma mater. I have been overwhelmed by the warmth and generosity extended to me by the campus community and by our wonderful alumni and friends.



The Alumni Association continues to experience unprecedented growth. Membership is at an all-time high of more than 8,300 members, with nearly 1,500 Life Members. We are just beginning to scratch the surface of what is possible and I would like to personally invite your involvement as a member.

Membership is one of the easiest ways for you to support our university. A large, growing membership base is a measure of the regard in which alumni hold their alma mater and it often influences corporate and foundation contributions. It enhances the Bearkat network, which positively affects social, employment, and business opportunities for alumni. A strong association also impacts student recruitment, legislative advocacy, and academic and athletic fund raising. There are many great reasons for you to become a member of the Alumni Association:

- Promotion of Sam Houston State as an outstanding university
- Identify yourself as someone who cares about and supports their alma mater
- Help to strengthen the Alumni Association as a positive voice for the alumni
- Strengthen alumni programs and activities to engage alumni
- Support high-quality programs and awards to recognize the accomplishments of alumni
- Provide opportunities for networking with other alumni and supporters
- Receive regular information and invitations to events
- Receive a membership card and distinctive window sticker for displaying your loyalty
- Life and Century members receive a handsome plaque
- Support of the Alumni Legacy Scholars program
- Special discounts and offerings for members only

...among others!

The most important aspect of membership is support of a greater university by being a part of something that is bigger than each of us individually and helps to make a meaningful difference. Please become more engaged with the future of this grand old university through Alumni Association membership.

Sincerely,

Dana Gibson  
 SHSU President

PS: Please support one of the nation's fastest growing alumni associations by returning your membership today. Thank you so much for your consideration and support.

*Please return this form, along with payment, in the enclosed envelope. Thank You.*  
*(Life Membership can be paid in annual installments, see alumni.shsu.edu for details.)*

MBR FEB 2011 MASS

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|--|--|---|---|
| <input type="checkbox"/> \$25 Recent Graduate<br><i>(within two years of graduation)</i> | <input type="checkbox"/> \$35 Sustaining   | <input type="checkbox"/> \$100 Century Club | <input type="checkbox"/> \$150 Joint Century Club |
| <input type="checkbox"/> \$400 Life Senior Citizen<br>or Recent Graduate                 | <input type="checkbox"/> \$600 Joint Life Senior Citizen<br>or Joint Recent Graduate | <input type="checkbox"/> \$1,000 Life       | <input type="checkbox"/> \$1,500 Joint Life       |
| <input type="checkbox"/> Check enclosed payable to:<br>SHSU Alumni Association           | <input type="checkbox"/> AMEX  | <input type="checkbox"/> MasterCard         | <input type="checkbox"/> Visa      Total \$ _____ |

<Constituent's ID>  
 <Name>  
 <Address>  
 <City>, <ST> <Zip>

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 Credit Card Number

\_\_\_\_\_  
 Expiration Date

\_\_\_\_\_  
 Signature

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 V Code