



America's Service Commissions National Service Marketplace and Gear Request for Proposals (RFP)

Overview

America's Service Commissions (ASC) seeks a vendor to provide an online marketplace for the purchase of customizable AmeriCorps and other national service gear by our member organizations (clients).

America's Service Commissions

ASC serves as the national membership association for the 52 state service commissions. As a nonprofit association, ASC provides training and technical assistance, networking, and advocacy services to our members. In addition, ASC provides support to more than 500 AmeriCorps programs operating around the country. Individuals serving as AmeriCorps members typically reflect the demographics of the communities in which they serve.

It is anticipated that a portion of state service commissions and their programs would be interested in purchasing customized gear via a branded online marketplace. To learn more about state service commissions, please visit the ASC website: www.statecommissions.org. To learn more about AmeriCorps and other national service programs, please visit the Corporation for National and Community Service (federal agency) website: www.nationalservice.gov.

Scope of Services

- Develop and maintain an online marketplace for customizable national service gear for state service commissions and other national service programs (primarily AmeriCorps) nationwide
- Logo usage and printing must be done in alignment with national service logo standards and guidelines ([as posted on www.nationalservice.gov](http://www.nationalservice.gov) and outlined further in the [federal AmeriCorps/Senior Corps Branding Guidance](#))
- Online marketplace must be ASC-branded, have a unique associated URL, and able to interface with existing ASC website – www.statecommissions.org

- Online marketplace shall require a username and password and provide multiple payment options, including credit card and purchase order – all transactions will be processed by vendor
- Vendor will ensure that the online marketplace includes a variety of high-quality merchandise options, such as t-shirts, polos, long sleeved dress shirts, sweatshirts, vests, coats, hats, notebooks, writing utensils, magnetic buttons, lapel pins, lanyards, name tags, water bottles, mugs, backpacks/messenger bags, and other unique items of interest to AmeriCorps members
- Vendor will have capabilities to customize each item with client artwork, as requested, or utilize generic AmeriCorps or other national service logos
- Vendor will ship merchandise directly to client
- Design online marketplace promotional materials (online and collateral) for distribution to ASC members (potential clients)
- Provide monthly purchase and fulfillment reports to ASC
- Set pricing of items to be competitive with similar marketplaces (www.nationalservicegear.org, etc.) but also include a markup on each item purchased to be paid to ASC at least quarterly – vendor should propose pricing model as part of proposal (% of sale, flat fee, other)
- Capability to respond to merchandise issues and handle other customer service needs
- Initial contract of two years, to be renewed based on client satisfaction and viability of marketplace

Anticipated Timeline

This following timeline is the preferred timeline in order to ensure that merchandise is available for programs by the start of the 2020-21 AmeriCorps program year – although program start dates vary, July 1 of each year represents the start of the program year. Final timeline will be negotiated with vendor during the contracting process:

Monday, November 4, 2019	RFP released
Friday, November 22	Proposals due by 5:00 p.m. ET
Friday, December 20	Notice of intent to award
Friday, January 31, 2020	Executed contract in place
Friday, March 13	Initial marketing materials available (electronic and other collateral materials)
March – June	Promote new store/marketplace at ASC Regional Training Conferences via exhibit table or marketing materials (audience of 1,100+ attendees)
Monday, June 1	Online store live (with capabilities for delivery of merchandise by Monday, July 6)

Preferred Vendor Experience

- Demonstrated experience in producing on demand high-quality customizable merchandise
- Demonstrated experience in developing branded online marketplace with POS capabilities and reporting functionality
- Commitment to high-quality customer service practices
- Commitment to corporate social responsibility practices, including employee engagement initiatives
- Ethical and sustainable sourcing practices with commitment to U.S. vendors
- Experience working with national service programs and/or commitment to the ideals of national service

Proposal Requirements

1. Describe your company and its capabilities. In particular, your company's capacity to perform the work as outlined in the Scope of Services in the RFP. Indicate what services, if any, would be provided by outside vendors and how you will manage such relationships.
2. Provide an overview of customer service support provided by your company to ASC as well as ASC members (clients) making purchases.
3. Provide an overview of merchandise options that would be available via the online marketplace.
4. Describe your company's role in similar engagements, particularly producing customized merchandise for multiple clients.
5. Describe the process by which your company will work with clients to customize orders, including receipt of client artwork and approval of proofs prior to order.
6. Provide an anticipated timeframe and key milestones for the engagement as well as an overview of expected turnaround time from order to receipt of order, delivery methods, and associated expenses.
7. Provide a budget detailing start-up costs for the online marketplace, ongoing monthly fees, and proposed pricing model for ASC.
8. Provide a list of three references, including a lead contact name, e-mail address and telephone number, for three clients whose business is similar in scope to what is outlined in this RFP.

Proposal Evaluation Criteria

- Variety of merchandise available
- Quality of merchandise available
- Ability to meet specifications, terms and conditions, and deadlines

- Start-up and ongoing costs, including pricing model for ASC
- Prior experience with similar scopes of work
- References

Proposal Submission Requirements

All proposals should be submitted via e-mail to ASC CEO, Kaira Esgate at kesgate@statecommissions.org no later than 5:00 p.m. ET on Friday, November 22.

Questions regarding this RFP should be directed to Kaira Esgate via e-mail.

The proposal should be no longer than eight (8) pages. A one-page cover letter may accompany the proposal.

Proposals that are received after the deadline and/or exceed the page limits may be rejected.

ASC reserves the right to reject any or all proposals, in whole or in part, to advertise for new proposals, to abandon the need for such services, and/or to cancel this Request for Proposals at any time prior to the execution of the written contract.

The costs of preparation and delivery of the proposal are solely the responsibility of the service provider.

By submitting a proposal, the vendor agrees that it will not bring any claim or have any cause of action against ASC based on any misunderstanding concerning the information provided herein or concerning ASC's failure, negligent or otherwise, to provide the bidder with pertinent information as intended by this Informal Competitive Solicitation.

Notice of intent to award the contract will be sent to all vendors submitting a timely proposal.