



The Democratic Attorneys General Association is seeking a digital vendor to help design and execute a digital fundraising strategy for at least the 2023-2024 campaign cycle. This firm will lead DAGA's digital fundraising program, including writing and producing fundraising emails, creating and designing digital fundraising and digital acquisition ads, and serving as a thought partner on digital media practices and issues. DAGA's primary goal for this program is to maximize revenue and grow our digital programs. DAGA's secondary goal for this program is to engage and educate supporters about the important work Democratic Attorneys General do on some of the most important issues facing our country.

**Services would start at the beginning of Q3 2023, with a contract term of two years — extensions are possible.**

**Requirements for Initial Submission:**

- A cover letter of interest and why you think you can help DAGA in this critical fundraising moment.
- Proposal, work plan, timeline, and budget:
  - Pricing based on the list of services included in the package, as well as costs for optional elements (list building, persuasion, etc.)
  - Please include the suggested terms of payment in your timeline
  - Please include a timeline of potential email and ads programs as DAGA ramps up, starting in the final stretch to the 2023 election and builds toward the 2024 cycle.
- Please include three samples of work, as well as examples of digital analytics materials.
- **Responses are due by Monday, April 10, 2023 at 6:00 p.m. ET.** Responses, including a brief pitch deck and the cover letter, should be emailed to [procurement@dems.ag](mailto:procurement@dems.ag).

**Additional Requirements for Process:**

- References from at least three clients.
- Availability for at least two hour-long Zoom pitch meetings with senior principals and account leadership.

**Criteria for Decision-Making:**

- An understanding and appreciation for DAGA, Democratic Attorneys General, and AG candidates' contributions and role in the national political and legal landscape.

- Demonstrated success of digital fundraising for statewide and/or federal campaigns across multiple cycles - particular attention will be paid to success with down ballot races
- Ability to offer a dedicated account team with senior leadership and mid-level staff to work on DAGA's account.
- Ability to draft, produce and analyze a fundraising email program, with the program's primary goal being to maximize revenue for DAGA.
- Ability to design, create, and place digital fundraising and digital acquisition ads across a range of platforms at competitive prices.
- A commitment to regular review of client data and performance, along with prescriptive tools and solutions to address issues in the program.

**Experience Requirements:**

- At least two cycles serving as lead digital fundraising agency for a Democratic campaign committee, a progressive interest/constituency group, and/or a major labor union.
- The senior account leader should have at least two full cycles of experience as a senior counselor on digital fundraising to Democratic candidates, campaigns, or organizations.
- The account team should have at least one full cycle experience drafting, producing and analyzing large volumes of email content each month (30+ emails) for previous clients.
- The account team should have at least one full cycle experience designing, creating, and placing digital fundraising and digital acquisition ads for previous clients.
- The account team should have a staff whose identities and experiences reflect the diversity of the Democratic Attorneys General membership.

**Scope:**

- Fundraising email program:
  - Design and execute digital fundraising plan for DAGA to raise money in a competitive field and educate audiences on the work of Democratic AGs.
  - Vendor will draft 20 emails each month and add room for resends; DAGA will draft 10-15 additional emails each month, and vendor will have proactive discussions about email volume as elections approach.
  - Vendor will be proactive in providing industry-level segmenting, list-building, and testing strategies and recommendations, in addition to an eagerness to experiment with new methods.

- Vendor will handle all email production and samples, while DAGA will serve as final sign-off for sample emails.
- Vendor will track email metrics including fundraising metrics and list health metrics.
- Vendor will share the email calendar and reports on a weekly basis with DAGA, and provide potential solutions if/when the program is falling short of its quarterly and yearly goals.
- Digital fundraising ads and digital acquisition ads programs:
  - Vendor will design, create, and place digital fundraising and acquisition ads to help move donors through a funnel of engagement in a cost-effective manner in consultation with DAGA — competitive commission rates will be a factor in the final decision for the firm selected as our vendor
  - Vendor will track digital ads' success rates, including fundraising metrics and ad health metrics.
  - Vendor will share the ads' report on a weekly basis with DAGA and provide potential solutions when the program is falling short of its monthly, quarterly and yearly goals.