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Contract

The Provision of a Fundraising and Alumni Customer Relationship Management (CRM) Solution

UNIVERSITY OF SOUTHAMPTON

F03: Contract award notice

Notice identifier: 2022/S 000-000512

Procurement identifier (OCID): ocds-h6vhtk-02ca7f

Published 7 January 2022, 3:06pm

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF SOUTHAMPTON

HIGHFIELD CAMPUS, UNIVERSITY ROAD

SOUTHAMPTON

SO171BJ

Contact

Emma Raddon

Email

e.raddon@soton.ac.uk

Country

United Kingdom

NUTS code

UKJ32 - Southampton

Internet address(es)

Main address

<https://www.southampton.ac.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

The Provision of a Fundraising and Alumni Customer Relationship Management (CRM) Solution

Reference number

2021UoS - 0340

II.1.2) Main CPV code

- 48445000 - Customer Relation Management software package

II.1.3) Type of contract

Supplies

II.1.4) Short description

The University of Southampton seeks to procure a Fundraising and Alumni CRM solution to support The Campaign for Southampton which will see an ambitious increase in all elements of fundraising and engagement - doubling transaction levels, significantly increasing engagement and volunteering and doubling the size of the team. The success of a fundraising campaign is hugely dependent on a sophisticated CRM - to capture data preferences, offer improved international fundraising, and high value, multi-channel mass fundraising, and ensure enhanced major gift and volunteer management tools - to deliver the scale of fundraising and engagement required to compete in an increasingly sophisticated global charity market. This project seeks to deliver a new solution to meet these objectives.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £2,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 48000000 - Software package and information systems
- 72212445 - Customer Relation Management software development services

II.2.3) Place of performance

NUTS codes

- UKJ32 - Southampton

II.2.4) Description of the procurement

The University is seeking a Fundraising and Alumni CRM solution which enables fundraising, prospect research, communication, events, volunteering, reporting and data selection to harness the collective power of the alumni and supporter community to support the University's strategic objectives through philanthropy and engagement.

The University is seeking a system to support in the following areas:

Communications and Marketing

Events

Volunteering

Fundraising (Regular Giving)

Prospect Research and Management

Memberships

Legacy

Online Portal

Operations

Income Processing, including Gift Aid, DD management, Pledges, Fundspending

Reporting and Dashboards

System Admin

Of particular importance to the University is for the solution to have:

The ability to process UK gifts including direct debits and gift aid declarations and claims

The ability to manage constituent relationships or create activity based upon segments of constituents

The ability to search, query and locate a variety of record types based upon various searchable fields within the database

The ability to manage events

The ability to manage marketing automations, communications and e-communications

The ability to import to, export from or report on any field within the database

Procurement Process

This procurement process was conducted as an Open procedure

Contract Period:

The University proposes to enter into a Contract for ten years - this will be the maximum contract period, including any potential extensions] with the successful tenderer(s).

This will comprise of an initial contract period of five years with an option to extend by a further five years subject to satisfactory performance and at the sole discretion of the University.

Contract Value:

The estimated value of the initial five year contract term is in the region of £800,000 - £1,200,000 GBP (excluding VAT).

The estimated value of the five year extension period is £600,000 - £800,000 GBP (excluding VAT).

It is estimated, therefore, that the total value of this contract will be between £1,400,000 and £2,000,000 GBP (excluding VAT).

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / Weighting: 30

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-017169](#)

Section V. Award of contract

Contract No

2021UoS - 0340

Title

The Provision of a Fundraising and Alumni Customer Relationship Management (CRM) Solution

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

23 December 2021

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Blackbaud Europe Ltd

London

SE1 7ND

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £2,000,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of Southampton

Southampton

SO17 1BJ

Country

United Kingdom