**Outreach email example**:

**Subject:** Upcoming opportunity to do business with the state of Washington

Interested Parties,

I am writing to let you know the [AGENCY] intends to solicit for [general description of opportunity]. The average annual spend on this contract was approximately [$3.3 million] from all eligible purchasers. This contract will replace the current contract [title, number, link to current contract page]. Your business has been identified as a possible candidate to bid on this contract with [AGENCY].

To participate in this bid opportunity, your business must be registered in [Washington’s Electronic Business Solution (WEBS)](https://pr-webs-vendor.des.wa.gov/). You can find more information about WEBS [here](https://des.wa.gov/services/contracting-purchasing/doing-business-state/webs-registration-search-tips).

Once registered in WEBS, your company will receive solicitation communications by WEBS-generated email – including the official bid posting – based on the commodity codes you select when you register in WEBS. The upcoming contract opportunity is listed under the following commodity codes. Please note that these codes are subject to change.

* Axx-yy-title of the commodity
* Bxx-yy-title of the commodity
* Cxx-yy-title of the commodity

Questions about registering for WEBS may be directed to [WEBS Customer Service](mailto:WEBSCustomerService@des.wa.gov), 360-902-7400, from 8 a.m. to 5 p.m. Monday through Friday.

[AGENCY] does not share material information on solicitations before they are posted with potential bidders to maintain a fair bidding process for all. However, [AGENCY] welcomes feedback and suggestions on developing requirements, qualifications, or any other relevant information for the solicitation. We also encourage businesses to respond to any posted Requests for Information (RFI) or send us your suggestions.

[AGENCY]might not act on every suggestion, but the information gathered helps to conduct the best and fairest solicitation possible.

If you have any questions, feel free to contact the **Procurement Coordinator** at:

phone number | email address

**Additional information and resources for businesses**

Washington Apex, formerly known as Procurement Technical Assistance Center (PTAC), is a no-cost resource for small businesses that can help with bidding and strategies for selling to the government. Washington Apex can review your proposal drafts, marketing strategies, registrations, certifications, and more. Find your local adviser [here](https://washingtonapex.org/become-a-client/).

Other resources:

[Doing Business with the state of Washington](https://des.wa.gov/sell/how-work-state)

[Washington Small Business Guide](https://www.oria.wa.gov/site/alias__oria/345/Small-Business-Guide-start-open-new.aspx)

[Current Contracts page](https://apps.des.wa.gov/DESContracts/)

[Current and Future Bid Opportunities](https://apps.des.wa.gov/DESContracts/Home/PlannedProcurement)