

Disclaimer: The Q & A document below reflects the questions EGPAF is at liberty to answer at this time.

1. What are your top one-two priorities for the redesign? **Revamping the look, usability and organization of www.pedaids.org with a focus on clean, modern design with the latest technology and trends. Inspire web visitors to take action - learn more, donate. We would like the website to reflect our vast technical expertise as well as appeal to consumer-facing audiences.**
2. What are the three main purposes of the website?
In no particular order:
 - **Fundraising**
 - **Issue awareness/EGPAF success/demonstration of the breadth and depth of our technical expertise**
 - **New Business Development / Info for Donors**
3. What organization(s) websites do you like? Or, what websites give you inspiration when thinking about changing the Foundation's site?
 - **Charity Water**
 - **Pencils of Promise**
 - **Invisible Children**
 - **Heifer Foundation**
 - **Water.org**
 - **Care (for campaign / advocacy)**
 - **Save the Children (for campaigns)**
 - **Bill & Melinda Gates Foundation**

***This list is not exhaustive, and there are also many brands/consumer websites we like that we're happy to share with our selected contractor.**
4. Finally, how will you define success? What will make a successful website? **We would consider it a success if people are motivated to donate or take an action through our website. We would also like to see more people interacting and sharing the various technical documents and blog posts. While we definitely want more visitors overall to the website, we'd like engagement/information sharing to increase.**
5. What is the website achieving, or should achieve in the future?
 - **Overall ease of use & search functions**
 - **Visits and time spent on site**
 - **Increase in # of actions taken**
6. How many agencies do you expect will be bidding for this work? **10+**
7. What is the ideal launch date for the new site? **EGPAF begins end-of-year fundraising in mid-November every year through the end of the year. Our goal would be to have the completed site delivered to us by December 2017, with the goal of launching it publicly in January 2018.**

8. How would you prioritize the audiences you've mentioned (technical, advocacy, consumer)?
We consider all of these to be a major priority, and would like to have more discussions on how to give them equal but specialized importance on the website.
9. In an ideal world, what actions would your target audiences be taking on your website? Which actions are they taking today? Which actions aren't they taking?
In an ideal world, target audiences would be donating regularly to EGPAF, they would be sharing EGPAF's messages and news via social media, and they would, when relevant, be taking advocacy action (writing letters to Congress, etc.). While some visitors are currently taking these actions, we would like to increase these numbers across the board.
10. Has EGPAF conducted research to establish clear knowledge of audience needs? If so, what kind of research?
We have conducted research on how to best engage consumer audiences, through online surveys and select focus groups in the past, and are in the process of further distilling some of that research. All research findings will be shared appropriately with the selected contractor.
11. When was the last redesign of the website?
In 2016, we refreshed the website's homepage, blog, interactive map and a few other internal pages. The last overall redesign of the website was in 2013.
12. How is the site maintained? Describe the staff?
The EGPAF Digital team (Senior Digital Communications Coordinator & Manager, Digital & Interactive Marketing) maintains website/social media updates on a daily basis and will serve as points-of-contact for the digital firm. While the Digital staff has knowledge of how to make updates to websites through multiple CMS platforms, they do not have advanced coding or technical expertise.
13. How often do you update the website?
On average, minor updates to the website are made a couple of times each week.
14. Firm Fixed Contract is requested. Does this apply to the ongoing services section as well? Will you consider time and material based proposals?
This RFP is only for the deliverables that we have detailed. Any on-going or added services will be discussed and mutually agreed upon by both parties at the appropriate time. We will consider a variety of proposals.
15. Does the 5-page maximum apply to the entire proposal or just this section?
The 5-pages will include the process and timeline for implementation. References, budget and qualifications can be additional.
16. Do you want us to include an estimate for support?
If this question refers to an estimate for on-going support after the completion of the deliverables listed in the RFP, then we invite estimates to be given, with the understanding that any on-going work will have to be discussed and mutually agreed upon at a later time.
17. Our assumption is that the \$100,000-\$150,000 range is for the planning/strategy phase only (not development). Is this a correct assumption?
The proposed budget should include planning/strategy development as well as development/full execution of the website.

18. Will EGPAF accept proposals not offering a firm fixed contract? **For this RFP we are looking for a firm fixed contract.**
19. The background section also asks for a “turnkey solution” to the software and strategy needs of this product. Are you open-to-open source solutions or would you prefer an off the shelf product? **We are open-to-open source solutions as well as others.**
20. What 3rd party systems or platforms does your website currently integrate with? Which platforms must remain, and which are subject to review and recommendations? **EGPAF uses Abila Sage Millennium as our primary CRM to manage both on and offline constituents. This platform will remain as of now, and will need to continue to be integrated with any donation/constituent information that is received by pedaids.org.**
21. The RFP touches on several services you are looking for from an agency or firm. Is the foundation open to a joint proposal from two firms, one that specializes in website design/development and one that covers all additional services, to work collaboratively? **We are open to this.**
22. Should we include the design of email templates within our estimate? **Yes**
23. What is your current email campaign platform and are you looking to move away from that tool? If so, what are some challenges you are currently experiencing with email? **We use a proprietary toolset created by our current vendor that manages the sending of our constituent emails. Yes, we would consider implementing a new platform to perform these activities. We would like a user-friendly interface to create content.**
24. What software do you currently use for donation processing and sending/management of emails? **We use a proprietary toolset created by our current vendor that facilitates the sending and management of our constituent emails. Paypal is our payment processor.**
25. What is the current size of your email list? How many of these people do you consider active subscribers? **About 70,000.**
26. What email marketing service/provider is currently on the website for Newsletter sign up? **We use a proprietary toolset created by our current vendor that facilitates the sending and management of our constituent emails.**
27. What is the relationship between, or technical crossover when completing a donation and signing up for the newsletter? **Visitors to pedaids.org who submit their email address via the “Get Involved” signup tool automatically receive a 2-email welcome series over the course of two weeks, should they be new to EGPAF and have no donation record. After the completion of the welcome series, these subscribers are rolled into the general house list, to receive all future general communications and solicitations. This welcome series process also applies to visitors to the website who do not sign up for the “Get Involved” tool but whose first interaction with our site is making a first time donation.**

28. Does this include Logo and Branding design services as well? EGPAF does not have plans to change the foundation's logo, and branding items such as colors, fonts, etc. EGPAF has an in-house graphic designer.
29. Are you looking for a completely new visual direction? There are elements of the homepage of our existing site that we like — streaming video, a clean/modern look, long-scroll, and integration with our Instagram/Twitter accounts. With that said, we are looking for a newer visual direction for our interior pages and would like a fresher/easier to use main/sub navigation options.
30. Does the EGPAF team have a brand guideline for the website redesign to follow? For the new website experience, how strictly will these guidelines be followed? We have branding guidelines as they pertain to fonts, colors and other standard ways that all of our externally facing materials look and feel. While we adhere to the general guidelines, we, in accordance with our graphic designer and other leadership, will review and make decisions on any new concepts presented that move away with some of the established SOPs we have. We do not have strict guidelines pertaining specifically to this website redesign.
31. Beyond URL recommendations, does the Foundation expect, or is open to, consultation on other elements of brand identity and strategy, such as naming and acronym conventions, logo(s), tagline(s) and other brand collateral? If so, to what extent? EGPAF plans to adhere to its current brand identity in regards to the logo, tagline, colors & acronym.
32. Are there any assets (infographics, videos, etc.) not currently on your website which you would like to incorporate? We do have a few other videos that we would be interested in incorporating on our website. Please visit our YouTube channel - <https://www.youtube.com/user/EGPAF>. We also have an extensive library of photographs from the field that we will share.
33. Does your organization have a library of images that we would need to use for the website? Yes, we have an extensive library of images that we'd like to feature on the website.
34. Would the production of motion graphic and streaming video be included in deliverables for this project? Ideally, we would like to see options for both, but not necessarily required for this proposal.
35. You mentioned you would like to include motion graphics and streaming video in the new website. Will you be increasing those types of particular media in the future? Are your expectations that the vendor will assist in creating and producing videos and motion graphics for the new website? We do have several videos that were created last year that could be used as streaming video on the new website. We do expect to increase video assets in the future. We will have to determine at the appropriate time if we expect the vendor to assist in creating these types of assets for us and what scope of work/additional budget that would entail. We have existing b-roll footage that could be repurposed.
36. The RFP mentions the desire to use streaming video on the redesigned site. Could you elaborate more on how you see streaming video being used? Also, are you looking for your

agency partner to produce video? Please see prior question. We are looking for the expertise of the digital firm for new and creative ways to highlight our work visually on the website.

37. Do you expect the outreach campaigns to have a home within the main navigation of the site? Or will they have unique URLs? The advocacy campaigns directed at the Hill will be hosted within the main navigation, however we would like the flexibility to have advocacy campaigns with their own unique URLs and looks.
38. Are the outreach campaigns ongoing or does each campaign only need to be live for a specific length of time? Most Hill campaigns last for 6-9 months, but some can last as long as 2 years. We will have to determine the length of time on an ad-hoc basis.
39. If the campaigns are short lived, will users need to be able to access archived campaigns from the main website? No

The RFP mentions running advocacy campaigns. Could you elaborate more on your ambitions in this area? What types of campaigns would you like to run? How often? Have you had success here in the past? Our advocacy campaigns are mainly giving the opportunity for EGPAF supporters and those interested in pediatric HIV/AIDS the opportunity to do Hill outreach (via letters/ e-mail) on particular topics. Generally we have 3-4topics per year and generate a few thousand emails to the Hill on each topic.

40. What kind of database is it? Can you provide any more information about the donor database? EGPAF uses Abila Sage Millennium as our primary CRM to manage both on and offline constituents.
41. Does your team utilize a Customer Relationship Management (CRM) Tool? If yes, what is the name of the provider? EGPAF uses Abila Sage Millennium as our primary CRM to manage both on and offline constituents.
42. What payment processor is in place for submitting donations (i.e. Stripe, Authorize.net)? EGPAF uses Paypal and Wepay as payment processors.
43. Outside of the website, what are all of the ways a person can donate? How and where is this information recorded? Please refer here to see all the ways people can give: <http://pedaids.org/features/get-involved#ppa-ways-to-give>
44. Fundraising – what type of strategy is currently in place? What specific aspects do you want to improve/modify immediately? EGPAF sends from two to twenty fundraising emails in a month. Some important components we would like to include are video capabilities in emails, fluid templates, and tracking of acquisition and engagement.
45. Given a projected May 1st start date, what is the ideal launch date, or launch date range? Ideally, the new website would be completed by December 2016 and launched in January 2017.

46. On average, how many days will be needed for reviewing deliverables and providing feedback? Who will be involved in reviewing the design concepts we present to your organization? When will the top decision maker become involved? **Depending on how far along in the process we are, the team will need around 2-3 business days to review initial plans / ideas. As plans progress, select senior leadership will need to be looped in for reviewing, requiring at least a week for review.**
47. Can you provide more detail on the EGPAF digital team who would be the main point of contact throughout the project? How many people make up the team, and is there a single decision maker? **EGPAF's Digital team consists of two individuals who will be main points of contact. Other leadership and appropriate staff will be involved as needed on review and approvals, etc.**
48. After the launch, how soon would the Foundation like to have ownership of the new website? **EGPAF would like to have our appropriate staff trained as soon as possible on how to use the new website and make updates ourselves. For any maintenance on going that is beyond the scope of our staff, we will then mutually discuss and agree upon an another contract/retainer going forward.**
49. Who do you currently host with? **Currently, www.pedaids.org is hosted by Nexcess.**
50. What platforms does your team prefer? (i.e. WordPress, PHP built backends, django/python stacks) **We prefer to use a platform that we can easily learn and use for our regular updates. We would be looking for the best recommendation from the firm.**
51. What level of Expression Engine do you have, Expression Engine CMS3 or Expression Engine Core? **We are currently using Expression Engine v2.4.0**
52. Outside of Expression Engine, what CMS systems do your digital team members have experience with? **We have experience with Drupal, Wordpress, proprietary government systems.**
53. Who manages and updates Power BI for pedaids.org/dashboard? Is this currently managed internally and just fed through Microsoft BI to the site? **We have an internal informatics team that creates our internal and external dashboards and manages them. The digital team makes changes to the header and footer of the existing page but the dashboard is automatically updated and fed in through the Microsoft Power BI site.**
54. Will the data dashboard (a third-party tool displayed via iFrame) remain the same? Do you expect to keep using Microsoft Power BI for the Data Dashboard section or would you like to see another product or approach that can be used? **Yes, we plan to continue using Microsoft's PowerBI for the Data Dashboard.**
55. The new CMS we would recommend will have capabilities to manage multilingual content. Would this be of interest for your communication goals, and if so, could you describe how you might use this capability? Is there any need for multilingual content in the new site? **We**

have a need to be able to upload PDF content/documents in other languages but we don't currently see a need to have multilingual content on the new site.

56. What content do you expect to migrate from the existing platform? Do you anticipate creating a significant amount of new content? **We expect to migrate a significant amount of content from our current website. However, there is some content that is outdated that we will not migrate over based on our priorities. We are looking to keep some aspects the same, and simplify/remove others. We are looking for the best user-experience for consumer-facing audiences while also retaining critical information regarding the breadth and depth of our technical global expertise. We are also looking for guidance on how to best simplify our content without losing key messaging and information that must remain available on the site from a new business / donor perspective.**
57. Is there any interactive functionality on the pedaids.org site that requires users to log in? **No**
58. Is there any functionality that provides a personalized experience to users? **No**
59. Does EGPAF intend to keep the data on the Data Dashboard supplied through Microsoft Power BI with minimal adjustments, or is a full redesign with new technology sought? **No, we plan to continue use of Microsoft Power BI for the Data Dashboard. The dashboard is displayed on the site via an iFrame so it should be compatible with any new web design.**
60. In addition to “the creation of EGPAF best practices for determining appropriate content,” does the Foundation expect development of any new or reworked on-page content for the redesigned website? **Yes**
61. Can you provide a list of the languages that we should account for? Currently there is only an English version of the site. **Our website is only currently available in English. We include documents on our website that are also in French and Portuguese, but right now we don't require functionality for multiple languages.**
62. Is the data produced in the Knowledge Center the same data used in the dashboard section? **No, the Knowledge Center features fact sheets, issue briefs, technical reports, etc. showcasing how EGPAF works and the impact that has been made through EGPAF-supported programs. The data displayed in the data dashboard is an interactive visualization tool summarizing EGPAF's core work in HIV prevention, care and treatment services. However, some of the numbers displayed on the dashboard are also featured in the Knowledge Center's various PDF documents.**
63. What is the difference between the goals of the Knowledge Center and the Our Research sections? **There are definitely overlaps between the goals for both, because they both showcase our technical expertise. The Knowledge Center is a central hub where all of our evidence-based documentation based on our long-time in-country experience is located. The research section showcases our on-going involvement in various studies and their outcomes. If there are ways to condense and simplify these areas, we are open to it.**

64. Where We Work section – how often is this updated? Is there any expected growth to account for? **This is updated infrequently, but it depends on how and where our work expands. It's likely that EGPAF will provide services in more countries in the future.**
65. Do you have an editorial/content strategy that guides what goes live on the website and when? **Yes, we post content in accordance with our current strategy and priorities and are in constant contact across departments at EGPAF to ensure our content is accurate and timely.**
66. Based on site behavior and existing research, what sections of the site and types of content are your audience most interested in? **Our Careers, Blog, About Us, Donation pages, and Where We Work are our most frequently visited pages currently.**
67. When you say you want to feature “streaming video” on the site, do you mean ambient video or is this the actual live streaming of video? **We think ambient video on the homepage works best for our needs.**
68. Have you conducted a content audit or inventory of the current site recently? **No**
69. There's a line item in the RFP that calls for writing, including email and outbound communications, among others. Are you interested in our capabilities for these services outside of the website redesign project? **To clarify, we are currently interested in email software and systems, as well as email templates and strategy. We do not currently require writing to be included in this proposed budget.**
70. Can you expand upon the type of deliverables you are looking for here, i.e. copy writing, content modeling, content strategy, messaging architecture, etc. **We are looking for content strategy, messaging architecture and content modeling. We currently do not require copywriting services.**
71. Does EGPAF envision all of the Contractor Deliverables stated in the RFP will be included in the scope of a proposal that falls within the “low to mid 100K range”? Or does EGPAF expect to see vendors present a phased approach including what can be done with the presented budget? If the latter, what is the budget for additional phase(s)? **We would like to see that all contractor deliverables stated in the RFP fall within the proposed budget range.**
72. Your website currently has Google Analytics installed, what efforts have been made to set this up? How closely is Google Analytics monitored? Are any other analytics services being used on the website? **We use Google analytics regularly to track traffic to our site and develop monthly reports based on our findings. This is currently the only analytics service being used on the website.**
73. In its discussion of digital strategy and the writing of content for emails and blog posts, your RFP implies but does not outright assert that this redesign will be the first major deliverable in an ongoing relationship. Is that a fair characterization? If so, what are in general terms your requirements and needs post-launch? Are you seeking ongoing design and technical support? Strategy and content creation? Tactical support around digital direct response and social media management? All of the above? **We may require a number of services (as**

described above) post-launch that will be discussed and mutually agreed upon in a separate contract.

74. How many individuals and groups would need to be trained to enter and manage content for the new website? **EGPAF's Digital team will need to be trained. The team consists of two individuals who, in accordance with other teams across EGPAF, are in charge of making all the changes to the website. The EGPAF digital staff does not have advanced technical coding abilities, and serve mainly as site administrators.**
75. Have you conducted any user research or usability testing on your current site? If so, what did you learn from the research? **No**
76. Who are the key audiences for the Knowledge Center? **Mostly technical, scientific audiences, academic, donors, policymakers**
77. Have you conducted any user research to understand how users are interacting and using the content and data in Knowledge Center and Data Dashboard? What are some key findings? **We have not conducted this type of user research.**
78. The evaluation criterion lists that we will be evaluated on total price (item 4. Total Fixed Price). The submission requirements mention that a fixed price must be listed for each of the 3 deliverables. Which are the 3 deliverables? Under the section Contractor Deliverables it mentions only two areas: Creative Services & Product Development and then Digital Management Services. **This is an error on our part and the deliverables listed are the ones that we will account for.**
79. Is there a particular reason EGPAF is asking contractors to recommend new site hosting options? **We currently host with Nexcess and just want to see if there are other suggested or preferred options.**
80. Does EGPAF anticipate any in-person meetings? **Yes, ideally EGPAF would like to meet in-person to establish a relationship and to discuss expectations and look / feel for the new website.**
81. Will there be an advertising budget available to apply against soliciting donations and boosting social media posts? **Yes, we have a separate but modest budget for advertising.**
82. Do we need to commit three versions in design? **We do not need to see a full design of all the versions. What we would like to see is the basic strategy behind the concepts as well as a few examples of visual elements. Simple wireframes of a sample homepage, internal page and/or blog options would also be welcome.**
83. To what extent does EGPAF regularly interpret qualitative/quantitative data to measure the success of its digital strategy/programs or make changes? **We pull a digital analytics report on a monthly basis for senior leadership. This report includes website visits, bounce rates and top pages visited, in addition to social media analytics.**

84. The RFP expresses a need to help build internal capacity for SEO, AdWords, online advertising and email acquisition; analytics/optimization and project management. What is the current state of your capacity in these areas? What resources/roles are dedicated to these things now? Is there additional budget for these services since these typically fall outside of a website redesign? **We would like strategy and best practice guidance to be included in these areas. There is limited capacity for these mechanisms currently. Anything that falls beyond a website redesign would be discussed outside of a website redesign budget.**