

Revised 10-25-16

REQUEST FOR PROPOSAL #0075A  
Digital Agency in support of  
**ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (“EGPAF”)**  
**1140 Connecticut Avenue, NW**  
**Suite 200**  
**Washington, DC 20036**

**Firm Deadline: March 24, 2017**

The Elizabeth Glaser Pediatric AIDS Foundation, a non-profit organization, is the world leader in the fight to end pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit: [www.pedaids.org](http://www.pedaids.org).

### **BACKGROUND**

As the Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) strengthens our mission to be a global leader and go-to organization on HIV/AIDS in children, women, adolescents and families, we would like to ensure our digital presence, through [www.pedaids.org](http://www.pedaids.org). Our website should reflect the depth and breadth of our work while utilizing current trends and visual elements that increase supporter engagement, and increase/diversify fundraising among EGPAF’s highest organizational priorities, while speaking effectively to both lay, technical/scientific, and donor audiences.

To do this, EGPAF would like to revamp our digital strategy by engaging a firm with digital/fundraising/advocacy expertise with the initial task of re-launching [www.pedaids.org](http://www.pedaids.org). Our preference is to identify a single vendor that can provide a turnkey solution to the software and strategy needs of this project. The vendor may have multiple partners or sub-contractors behind the scenes, but EGPAF would prefer to have a single point of contact that manages the digital strategy deliverables.

Below is a summary of the scope of work to accomplish these changes.

### **PURPOSE/SCOPE OF WORK**

#### **Website design and development**

- a. Consult with Foundation staff and provide direction on revamping the look, usability, and organization of [www.pedaids.org](http://www.pedaids.org) in its entirety with a focus on a clean, modern design with the latest technology and trends in motion graphics and streaming video. This would include the creation of EGPAF best practices for determining appropriate content (topics and styles). This should also include a strategic decision on the most appropriate URL for the updated site and any redirects needed from other EGPAF domains.
- b. Improve upon aspects of the current website including but not limited to Knowledge Center, Data Dashboard ([www.pedaids.org/dashboard](http://www.pedaids.org/dashboard)), Where We Work, What You Can Do, Blog, and other interior pages that focus on our research, program implementation, donors and implementing partners, Ambassadors, etc.

- c. Evaluate the Foundation’s current website content management system (CMS) – Expression Engine – to determine if a different CMS is preferable to the current system, and, if so, to recommend alternatives.
- d. Design a training plan so that EGPAF staff may take ownership of all aspects of the project. If a new CMS is chosen, the firm will install and customize a content management system that will enable site administrators to create, edit and publish webpages. This system will give site administrators the ability to: edit webpages on the site and update site content regularly while maintaining a consistent look and feel.
- e. Provide website function to accept and process donations made via the homepage and other EGPAF web pages, and also to highlight options for digital donations via a sticky “donate” button, light boxes and/or splash pages. Provide cooperative support for reporting, analysis, and integration with EGPAF’s donor database. Additionally, if available, EGPAF is open to exploring the use of the contractor’s proprietary tool set for fundraising.
- f. Provide guidance and advocacy tools allowing supporters to reach out to members of Congress, executive branch officials, or other target groups.
  - i. Outreach campaigns may be promoted with integrated custom webpages, outbound email, and more.
  - ii. Users may electronically write and send letters to local, regional and national newspaper outlets as well as to U.S. House, U.S. Senate, and State Legislative contacts.
  - iii. Users may personalize their own message to targeted recipients.
  - iv. Users may share their action on social media platforms (Twitter/Facebook, etc).
- g. Create and launch EGPAF’s new website that speaks to a fundraising, advocacy, technical and lay audience, utilizing streaming video, user-friendly navigation and other latest website trends and capabilities.

## **CONTRACTOR DELIVERABLES**

### ***Creative Services & Product Development***

1. Develop at least three options for a redesigned www.pedaids.org homepage and interior templates (include capability for video/motion graphics).
2. Create wireframes for the new site organization, which allows for easy navigation and will fully showcase the breadth and depth of EGPAF’s global work to technical, advocacy and consumer-facing audiences.
3. Writing (include capability for email / outbound communications / scripts / posts / blogs).
4. Design and implement engagement offerings that increase the number of ways a user can interact with the site with ease. This could include integration with Instagram, Twitter and Facebook, and other relevant social media channels, plugins, advocacy actions, ability to comment on blog posts or video, unique signup forms etc., and event and conference pages. It should also include the implementation of online fundraising offerings ex: monthly sustainer giving, event sponsorship/tickets, etc.
5. Currently, pedaid.org hosts a “Knowledge Center”, which is a publication library of technical documents. We are looking for new and innovative ways to improve upon the current design of the website to showcase our research and program implementation expertise to make it more interactive and user-friendly.
6. If applicable, recommend new site hosting options. The Foundation has a host already but is open to change.

***Digital Management Services***

1. Implement site redesign and content migration process.
2. Execute website launch in partnership with EGPAF team.
3. Assist EGPAF in building internal capacity to execute key components of ongoing campaigns, such as:
  - i. Search engine optimization/Google ad words/online advertising and other forms of email list acquisition
  - ii. Analytics/optimization
  - iii. Project management
4. Campaign analysis – that is, propose and track metrics throughout the engagement.
5. 24/7 secure donation processing.
6. Provide a solution for an Email Subscription Management System to send out both fundraising/advocacy emails, as well as technical newsletters to a host of constituents. System must include ability to create customized templates, as well as tracking metrics.

**MINIMUM REQUIREMENTS:**

The Contractor must have the following minimum qualifications:

1. Proven track record of developing high quality, modern, and user-friendly websites and providing on-going digital strategy.
2. General understanding of global health, specifically HIV/AIDS, non-profit sector issues and the digital space.
3. The Contractor will work with designated EGPAF staff to adhere to publish EGPAF or campaign branding standards.
4. The Contractor will be expected to produce all elements of the website, which may include, but are not limited to, its design, backend infrastructure and content management tool.
5. The Contractor understands that all resources will remain EGPAF's property.

**Proposal Requirements: Proposals must address each item listed, giving specific details of techniques to be used in achieving**

**FOUNDATION RESPONSIBILITIES:**

The Foundation or its designee will work closely with the Contractor and be responsible for overall approval of website strategy.

The EGPAF Digital team will serve as the main contact for the Contractor with oversight and support from the Senior Director, External Affairs and other key staff. EGPAF will host regular meetings with vendor during contract period. EGPAF will provide final approval on all pre and post go-live activities.

**LOGISTICS:**

The Contractor will be expected to be in contact with designated EGPAF staff and consultant through all phases of project execution, meeting as needed in person or by phone and email and providing regular, written progress updates.

**KEY CONTRACT TERMS:**

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The anticipated contract type is a firm fixed contract with specific deliverables. The Consultant must propose their best offer on a fixed project rate made up from menu pricing. Unless stated otherwise in the statement of the work, the Contractor is responsible for providing equipment and/or supplies required to perform the services.

All deliverables provided to the Foundation must be furnished for the use of the Foundation without royalty or any additional fees.

All materials will be owned exclusively by the Foundation. Contractor will not use or allow the use of the Materials for any purpose other than Contractor's performance of the Contract without the prior written consent of the Foundation.

Should the agreed delivery or completion dates not be met in the case of fault of the Contractor the Foundation shall be entitled to demand payment of late delivery penalties amounting to 0.1% of the value of the late deliverables/services per started week of delay up to a maximum amount of 5% of the entire value of the contract.

**EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS:**

The Foundation will accept the proposal that presents the best values. All proposals will be evaluated against the following Evaluation Criteria. Each proposal must contain the items listed in the Submission Requirements column in the following chart. Please submit your Submission Requirements in the order that they appear below.

<b>Evaluation Criteria</b>	<b>Submission Requirements</b>	<b>Weight</b>
1. Past performance of similar work	1. 3 professional references from similar past projects with phone and email contract information and one or more examples of prior similar work	25%
2. Contractor's proposed process and approach to meet our needs efficiently	2. A maximum 5-page written proposal explaining the process and timeline for implementation	20%
3. Timeframe of implementation	3. Timeframe with deliverables, final delivery date	15%
4. Total fixed price	4. Total fixed price for all activities including a fixed price per each of the 3 deliverables	20%
5. Qualifications of proposed individuals	5. CV/Resume of proposed individuals to work on this project and 2 references per individual	20%
<b>Total</b>		<b>100%</b>

All applicants are required to be registered and authorized to perform the scope of work in the place of performance.

**PROPOSED TIMELINE:**

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**DATE:** February 6, 2017 –Request for Proposal released to EGPAF website and direct targets firms.

**DATE: February 15, 2017** – Submission of Contractual and Technical Inquiries: Cathy Colbert, Sr. Awards & Compliance Officer, [ccolbert@pedaids.org](mailto:ccolbert@pedaids.org)

No phone calls please.

**DATE: March 3, 2017** – Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracting-opportunities>.

**DATE: March 24, 2017** – Completed proposals must be delivered electronically by the deadline mentioned on page one to: Cathy Colbert, Sr. Awards & Compliance Officer, [ccolbert@pedaids.org](mailto:ccolbert@pedaids.org); cc: Clare Dougherty, Senior Director of External Affairs, [cdougherty@pedaids.org](mailto:cdougherty@pedaids.org); Anjana Padmanabhan, Manager of Digital and Interactive Marketing, [apadmanabhan@pedaids.org](mailto:apadmanabhan@pedaids.org).

**DATE: April 14, 2017:** – Final decision announced and Offerors notified.

**DATE: May 1, 2017:** – Contract executed and Services begin.

**Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.**

#### **ADDITIONAL INFORMATION**

Please include the RFP # reflected on the first page of this document on all proposals and e-mail communications.

Any proposal not addressing each of the foregoing items could be considered non-responsive. Any exceptions to the requirements or terms of the RFP must be noted in the proposal. The Foundation reserves the right to consider any exceptions to the RFP to be non-responsive.

Late proposals may be rejected without being considered.

This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from persons interested in providing the services outlined below. Such proposals shall be considered and treated by the Foundation as offers to enter into an agreement. The Foundation reserves the right to reject all proposals, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.

The Foundation shall not be obligated for the payment of any sums whatsoever to any recipient of this RFP until and unless a written contract between the parties is executed.

Equal Opportunity Notice: The Elizabeth Glaser Pediatric AIDS Foundation is an Equal Employment Opportunity employer and represents that all qualified bidders will receive consideration without regard to race, color, religion, sex, or national origin.

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**ETHICAL BEHAVIOR:**

As a core value to help achieve our mission, the Foundation embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do the same. Specifically, our procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between vendors and Foundation employees, or other unethical practices. If you experience or suspect unethical behavior by a Foundation employee, please contact Doug Horner, Vice President, Awards, Compliance & International Operations, at [dhorner\[at\]pedaids.org](mailto:dhorner@pedaids.org) or the Foundation's Ethics Hotline at [www.reportlineweb.com/PedAids/](http://www.reportlineweb.com/PedAids/). Any vendor/consultant who attempts to engage, or engages, in corrupt practices with the Foundation will have their proposal disqualified and will not be solicited for future work.