



**Elizabeth Glaser
Pediatric AIDS
Foundation**

*Until no
child has
AIDS.*

Questions re # 0265A: Consultancy in support of ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION

To help us plan the best approach for working with your team, can you tell us the composition of the Committee focused on external communication of the strategic plan? For example, are they EGPAF in-house communications, marketing or development team members, Board members, other consultants?

The committee will be made up of EGPAF staff from across various departments – External Affairs (communications), Development, Public Policy and Advocacy, Program Implementation and Country Management, and Technical Assistance & Sustainability.

Is there a single point of contact for this project?

Yes, Clare Dougherty, Vice President, External Affairs will be the main point of contact throughout the project.

Is there one decision maker or will any approvals need to go through the Committee?

Approval processes will vary based on the decisions being made. The committee will evaluate all proposals received and after discussions, will select a firm to carry out the scope of work.

The Scope of Work includes “develop and support execution of time bound roll out strategy for updated strategic plan with relevant audiences – using email, social media, traditional media and any other relevant platforms.” What level of rollout support does this entail? For example, if our plan advises content creation and media outreach, will the consultant do that work?

We seek strategic guidance and recommendations on the best way to maximize the roll-out for optimal visibility with key audiences across email, social, and traditional media. We don’t expect the consultant to execute those recommendations on their own, but in collaboration with the EGPAF External Affairs, particularly the media and digital teams.

The Scope of Work references “summaries of focus groups, stakeholder feedback, interviews, any survey results, etc.” Has this research already been carried out by EGPAF?

As part of our 2020 strategic planning process, EGPAF worked with a consultant to engage in stakeholder interviews and an internal staff survey. That information will be provided to the firm awarded the RFP.

Can you clarify what you mean by existing research and additional research? Has EGPAF already conducted research that the consultant will use to develop new message frames? Is any additional/new research strictly focused on testing new message frames? Can you outline the specific research that EGPAF has already conducted and that will be available to the consultant?

EGPAF did commission messaging testing with select audiences in 2017 and around “user personas” previously. We will provide that information to the firm awarded the scope of work. “Testing” mentioned would focus on new/updated messaging frames.

Will EGPAF connect the consultant with stakeholders and donors, or will the consultant be responsible for identifying and recruiting for interview subjects?

As needed, EGPAF will connect the consultant with any stakeholders or donors necessary to carry out this scope of work.

The Scope of Work includes “produce concepts and options for EGPAF’s review and consideration.” Can you confirm that these concepts refer to message frames/options and not creative concepts for advertising?

Yes, “creative concepts” refers to message frames/options.

The Scope of Work includes “develop a deck and/or set of materials to describe EGPAF core technical strengths to key partners and donors.” Can you elaborate on what you envision the “set of materials” will include?

A PowerPoint deck plus a 1 – 2 page overview would be sufficient.

How many firms/agencies are responding to this RFP?

Unfortunately, we won’t know the number of submissions until July 26th when proposals are due.