



**Elizabeth Glaser  
Pediatric AIDS Foundation**  
Fighting for an AIDS-free generation

## REQUEST FOR PROPOSALS # S045473

Digital Agency for Execute Website Redesign  
in support of  
ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (“EGPAF”)  
1350 Eye Street, NW  
Suite 400  
Washington, DC 20005

**Firm Deadline: June 10<sup>th</sup> 2024**

The Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) is a proven leader in the global fight to end HIV and AIDS, and an advocate for every child to live a full and healthy life into adulthood. Founded through a mother’s determination, we are driven to see a world where no other mother, child or family is devastated by this disease. For more than 35 years, EGPAF has been a leader in meeting urgent needs in pediatric HIV and AIDS in the world’s most affected regions.

### BACKGROUND

Background:

- EGPAF seeks to enhance its online presence and user engagement through a comprehensive website redesign with a core objective to drive more, longer-lasting visits to the site.
- Currently, the EGPAF website experiences a notable bounce rate due to disjointed pages and ineffective calls to action, hindering users from engaging deeply with the content.
- The primary objective of this redesign is to develop a seamless user journey, providing clear pathways for visitors to interact meaningfully with EGPAF's mission and resources.

Needs:

- Currently, our site is used as a ‘leave-behind’ – the bulk of marketing is happening in-person at meetings, at events or conferences, or in countries where we work. With this redesign we want our website to be a destination site, somewhere users can come to learn the latest on pediatric HIV and health.
- EGPAF’s core differentiator is the depth and quality of our storytelling, and this new site should be story-driven. For example, a story about the impact of improving electronic medical records in Malawi should seamlessly integrate with EGPAF’s approach to digital health work, which should integrate with where we work in digital health, which should integrate with robust country pages.
- Content includes but is not limited to: short and long-form stories, micro- and longer-length video, audio clips and full podcast episodes, photography, infographics and data visualization, technical documentation in the form of PDF



reports, media coverage and more. We use platforms like [Exposure](#) to tell multimedia-rich stories, and we want a capacity like this to be hosted on our own site in the future.

- The site should not be solely reliant on a list of service areas in the navigation as these will need to be somewhat dynamic as our work shifts over time. Areas of work should be listed and easy to find, but more seamlessly woven together to tell a story of overall expertise and impact.

#### Target Audience:

- **Language:** our current audience comprises primarily English speakers, with a significant portion originating from both the United States and African countries where EGPAF operates. That said we are interested in exploring translation options for pages throughout the site to meet a more diverse audience and improve accessibility.
- **Technical audience:** Professionals within the HIV/AIDS and global health sector, US government and multilateral donors, and partners
- **Consumer audience:** Socially-minded individuals seeking EGPAF's stories to learn more about our work and mission, potential donors to our organization, and potential partners such as corporations and foundations interested in supporting EGPAF's initiatives through unrestricted funding opportunities.

#### What We're Looking for in a Partner:

- We're looking for an agency that can help EGPAF build a flexible, sustainable website that differentiates us from competitors and features storytelling strongly.
- Partners will need to have experience dealing with large amounts of content (see our [Stories](#) and our [Resource Library](#) for examples).
- Partner should not anticipate to heavily rely on dynamic data or statistics to tell EGPAF's story of impact as reporting data points (especially in real-time or periodically) is challenging in our field.

#### PURPOSE/SCOPE OF WORK

- a) **Content Strategy:** Conduct a content audit, identify gaps and redundancies, develop a strategy to align content with EGPAF's goals and audience needs, and establish guidelines for content creation and maintenance.
- b) **Copywriting:** In collaboration with EGPAF External Affairs team, assist with crafting compelling and informative content tailored to EGPAF's target audience and brand voice for identified pages across website.
- c) **Information Design:** Organize and structure content in a visually intuitive manner to enhance user experience, including creating wireframes, site maps, and user flows.



- d) **Visual Design:** In collaboration with EGPAF's Design team create a visually appealing and cohesive website layout that reflects EGPAF's branding, including graphics, color schemes, typography, and imagery.
- e) **Search Engine Optimization:** Optimize website structure, content, and metadata to improve visibility and ranking on search engine results pages through keyword research, on-page optimization, and technical enhancements.
- f) **Front-end Coding:** Translate visual design into functional web pages ensuring responsiveness and compatibility across devices and browsers.
- g) **Back-end Coding:** Build website infrastructure and functionality, including database integration, content management systems, and server-side scripting, ensuring stability, security, and scalability.
- h) **Mobile Optimization:** Optimize website layout, navigation, and performance for seamless user experience on mobile devices through responsive design techniques and performance optimization.
- i) **Accessibility:** Ensure that website and all related content are usable by all people, regardless of their sensory abilities and including individuals with visual, auditory, motor, or cognitive impairments, as well as those with temporary disabilities or situational limitations (such as using a device in bright sunlight or with a slow internet connection). This should encompass considerations such as color contrast, text readability, resizable text, and the use of accessible forms and controls. The website should adhere to all ADA regulations and follow accessibility best practices.
- j) **Testing & Quality Assurance:** Conduct thorough testing to identify and resolve bugs, usability issues, and inconsistencies, including functional, cross-browser, accessibility, and user testing.
- k) **Translation Recommendations:** Assess the need for multilingual support and recommend strategies for localization and translation, including content translation and language switch functionality.
- l) **Content Migration:** In collaboration with EGPAF External Affairs team, transfer existing content from the old website to the new one while ensuring data integrity, formatting consistency, and SEO preservation, and restructuring content as needed.
- m) **Training & Maintenance Planning:** Provide training on using the new website's CMS and content management processes, and develop a maintenance plan for ongoing updates, security patches, and performance monitoring.



## CONTRACTOR DELIVERABLES

### Creative Services & Product Development

1. Develop at least three options for a redesigned pedaids.org homepage and interior templates.
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. 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 social media channels or audio/video content, plugins, advocacy actions, and/or event and conference pages.
4. Currently, pedaids.org includes a "Stories" page and "Resource Library." Stories consists of our human-centered storytelling and traditional blog posts, but we are looking for new and innovative ways to showcase the depth and breadth of our short-form and long-form content on this page. The "Resource Library" is a publication library of technical documents. We are similarly 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, easily searchable and navigable, and user-friendly.
5. If applicable, recommend new site hosting options. The Foundation has a host already but is open to change.

### BUDGET:

The budget for this project is \$300,000 maximum to include all components of the redesign.

### 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 ongoing digital strategy.
2. General understanding of global health, specifically HIV/AIDS and/or academic or non-profit sector
3. The Contractor will work with designated EGPAF staff to adhere to EGPAF 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/or content management tool (we currently use WordPress). Subcontracts may only be assigned or subcontracted by Contractor with the prior written consent of the Foundation. 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 requirements.

### 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 Vice President, 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:

The anticipated contract type is firm fixed price. 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.

**EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS:**

The Foundation will accept the proposal that presents the best value. 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.

Evaluation Criteria	Submission Requirements	Weight
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	15%
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. Estimated hours, timeframe with deliverables, final delivery date	25%
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%
Total		100%



**Elizabeth Glaser  
Pediatric AIDS Foundation**  
Fighting for an AIDS-free generation

PROPOSED TIMELINE:

DATE: 5/3/2024 – Release of RFP

DATE: 5/15/2024 – Submission of Contractual and Technical Inquiries: Kyu San Shim, Associate Officer, Awards & Compliance, [kshim@pedaids.org](mailto:kshim@pedaids.org).

No phone calls please.

DATE: 5/31/2024 – Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracting-opportunities>.

DATE: 6/10/2024 - Completed proposals must be delivered electronically by the deadline mentioned on page one to: Kyu San Shim, Associate Officer, Awards & Compliance, [kshim@pedaids.org](mailto:kshim@pedaids.org), with a “cc” to Ryland Devero, Associate Director, Digital Strategy, [rdevero@pedaids.org](mailto:rdevero@pedaids.org).

DATE: 6/24/2024: – Final decision announced and Offerors notified

DATE: 7/8/2024: – Contract executed and Services begin.

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

## KEY SOLICITATION TERMS AND CONDITIONS

The following terms and conditions apply to this solicitation. Preference will be given to bidders who can meet EGPAF terms. Any exceptions to the requirements or terms of the solicitation must be noted in your submission.

1. All submissions and/or communications should be identified by the unique RFQ or RFP Reference Number reflected on the first page of the solicitation document. Failure to comply with this requirement may result in non-consideration of your submission. Late quotes/proposals may be rejected without being considered.
2. Participation in this solicitation is open to all legal vendors that are registered and comply with the laws of doing business in the applicable country where services will be rendered. To be eligible for participation in the bidding procedure, bidders must prove to the satisfaction of EGPAF that they comply with necessary legal, commercial, technical, and financial requirements and are able to carry out the resulting work effectively. EGPAF may, at its discretion, require the presumed winner of the procurement to provide a copy of a valid registration certification and/or tax compliance (i.e. VAT) prior to awarding of the final procurement. Failure to provide this information at that time may automatically disqualify a bidder from selection.
3. EGPAF shall use its best endeavors to ensure that funds provided under this solicitation do not provide direct or indirect support or resources to organizations and individuals that are associated with terrorism, promote or advocate the legalization or practice of prostitution or sex trafficking, or provide assistance to drug traffickers. If, during the course of this solicitation, EGPAF discovers any link whatsoever with any organization or individual associated with any or all of these, they shall be excluded or disqualified from the bidding process.
4. EGPAF reserves the right to terminate the final contract should the selected bidder be unable to fulfill its expected obligations.
5. By submitting a bid, you certify that the person(s) involved in the preparation and collation of quotes/proposals were or are in no way associated or have any Conflict of Interests with the initial preparation of the solicitation, the tender documentation, or the subsequent evaluation, assessment, analysis, management, and decision-making process of this solicitation.
6. The solicitation is not an offer to enter into agreement with any party, but rather a request to receive proposals or quotations from person(s) interested in providing the goods/services outlined in the released solicitation document. Such submissions shall be considered and treated by EGPAF as offers to enter into an agreement.
7. Any quotations or proposals not addressing each of the submission requirements listed in the solicitation may be considered non-responsive and disqualify the applicant from final selection. Any exceptions to the requirements or terms of the solicitation must be noted in the final submission. EGPAF reserves the right to consider any exceptions to be non-responsive. EGPAF reserves the right to reject





- all submissions, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.
8. EGPAF shall not be obligated for the payment of any sums whatsoever to any recipient of the solicitation until and unless a written contract between the parties is executed.
  9. Equal Opportunity Notice. The Elizabeth Glaser Pediatric AIDS EGPAF 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.
  10. All items or deliverables provided to EGPAF must be furnished for the use of EGPAF without royalties or any additional fees. All Materials will be owned exclusively by EGPAF. Bidder will not use or allow the use of the Materials for any purpose other than bidder's performance of the Contract without the prior written consent of EGPAF.
  11. ETHICAL BEHAVIOR: As a core value to help achieve our mission, EGPAF 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 EGPAF employees, or other unethical practices. If you experience of suspect unethical behavior by an EGPAF employee, please contact our Fraud Investigations team at [fraud@pedaids.org](mailto:fraud@pedaids.org) or EGPAF's Ethics Hotline at [www.reportlineweb.com/PedAids](http://www.reportlineweb.com/PedAids). Any vendor or consultant who attempts to engage, or engages, in corrupt practices with EGPAF will have their bid disqualified and will not be solicited for future work.
  12. Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment:

In accordance with Section 889 of the National Defense Authorization Act for Fiscal Year 2019, supplier understands and agrees that if awarded a contract as result of this solicitation, it will not procure or use any equipment, system, or service that uses "covered telecommunications equipment or services" as a substantial or essential component of any system, or as critical technology as part of any system under the resulting contract. "Covered telecommunications equipment or services" includes telecommunications or video surveillance equipment or services (including, but not limited to, cell phones, security cameras, network switches, and routers) manufactured by or with components from these Chinese companies or their subsidiaries or affiliates: (1) Huawei Technologies Company; (2) ZTE Corporation; (3) Hytera Communications Corporation; (4) Hangzhou Hikvision Digital Technology Company; or (5) Dahua Technology Company. In the event the supplier identifies covered telecommunications equipment or services used as a substantial or essential component of any system, or as critical technology as part of any system, for performance of this agreement for EGPAF, the supplier will notify EGPAF immediately and will be guided to provide the



**Elizabeth Glaser  
Pediatric AIDS Foundation**  
Fighting for an AIDS-free generation

information required by FAR 52.204-25. The supplier agrees to insert the substance of this clause in all of its subcontracts or purchase orders funded by EGPAF.