

CLARIFICATION ON RFP: “HIAS.org Website Redesign 03/19/2021”

BUDGET

Clarification

Preferred Budget Range: **\$100,000 – \$200,000 USD**

Clarification

Can you give a range for what was invested in your current website build?

The current website was built before current Comms team joined HIAS, so not exactly sure. Initial build was likely less than \$100k. We’ve invested in the evolution of the site + maintenance to the tune of \$25-50k/year for the past 5 years.

TIMELINE

Clarification

Do you have a general timeframe of when you'd like to see the website launched?

We hope to launch before September 2021.

Clarification

We don't believe it's explicitly mentioned but assume that a general timeline is expected to be prepared as a response to the RFP (and not delayed for the initial phases of the project). Are there any other timeline requirements not already mentioned in the RFP?

I'm not sure what this means. A general timeline would be good.

PROJECT

Clarification

Please tell us about your team that will manage the site during the project and post launch.

The Primary team are current members of the HIAS Communications team:

- **VP (dept head)**
- **Director Strategy & Engagement**
- **Web Developer (tech lead)**
- **Communications Specialists (2 – responsible for blog, other content)**
- **Social Media & Marketing Manager**
- **Customer Service Manager**

A number of stakeholders manage content for different sections of the site as well, we're hopeful that this will expand post launch.

Clarification

Will you have a project lead who will be available to manage this project for 10-20 hours per week? **Yes.**

Clarification

Will you have a content team who can provide content and media assets as we discover the need for them during design and implementation? **Yes.**

Clarification

How many firms will advance to the next round of the RFP process? **Likely 3-4**

Clarification

Unlikely, but in case: if we believe it best serves the project, are you open to receiving a joint response from two different partner organizations, with one designated as 'lead'? **OK.**

Clarification

How would HIAS describe the work style of an ideal partner?

Confident, but humble, visionary, savvy, organized, efficient, with a good sense of humor!

Clarification

Is HIAS looking for a long-term partnership for ongoing support (post-launch)?

Though we have a web developer on staff who can handle a lot, we do expect to need ongoing support post-launch.

STRATEGY

Clarification

Please confirm the website's main CTAS – donate, sign up for newsletter, take action.

Those are accurate. "Take action" includes many options.

Also: follow on social, register for an event.

Clarification

What are the main channels to drive new awareness back to HIAS as an organization? (in the US and globally).

Social media, search (organic + paid), traditional media (earned + advertising), our own robust email program.

Clarification

Do you ever share successes made through the Records Search Requests process (reconnected families, etc.)?

Rarely, this is a relatively small service we provide. While our history is important, we're much more focused on our current work.

Clarification

Can you please provide a few examples of your most successful campaigns/events in recent years? (successful = most traffic, revenue raised, strong engagement, etc.)

- [Welcome Campaign](#) – more than 450 synagogues and congregations across the US signed up
- **Refugee Shabbat** – annual event, wide participation in the US and growing internationally.
- **Video launches** – some of our videos have garnered more than 1 million views
- **Giving Tuesday 2020** – \$130,000 raised
- [Once Refugees, Now Veterans](#) video - well over 500,000 views

Clarification

Would you say your website users come to your website primarily to: access proprietary records, hear about breaking news (ex: emergency watchlist/ coverage of the Biden-Harris administration) or to get resources for practicing/honoring values in their local community?

Visitors come to our site to donate, learn about our work (blog, statements), watch videos, sign petitions and other grassroots advocacy actions, get Jewish holiday resources, sign up for (and attend) events/webinars.

We serve multiple audiences, including:

- existing supporters, prospective donors
- Foundations and other funders
- Partners and Peer NGOs
- Grassroots and Jewish community activists interested in how they can help, take action to support refugees

- **Volunteers**

MARKETING / BRAND

Clarification

What role does influencer marketing play in your brand strategy? (celebrities like Debra Messing, top government officials, etc.)

This is a relatively new aspect of our marketing/outreach strategy, but we're trying to grow it.

Clarification

Search is mentioned as one of the primary methods users find the site. How important is search engine optimization (SEO), and are there any SEO considerations or tactics currently in place on the site?

Important. We currently don't do much to optimize.

CONTENT

Clarification

Which teams/departments generate the most content for the website?

Communications, Community Engagement, Advocacy, International Programs, US Programs.

Clarification

What type of messaging resonates with your audiences the most? (Uplifting stories or more direct, serious stories reporting on injustices like the El Paso Walmart event)

Hard to say, since we serve multiple audiences. In general we produce a mix of human interest stories, videos, blog posts about news, issues and events.

Clarification

Regarding storytelling, how do you collect stories currently? How many do you have now? Is the MyStory section of the site something that will need to be migrated to the site? Is it a third-party tool or just the name of the section?

Stories are collected primarily by the editorial unit of the Communications team.

MyStory is a legacy project originally launched more than 10 years ago on a proprietary platform that was migrated into Drupal recently. We have discussed possibility of restarting it, adding new stories, but do not have plans to do so right now. One way or another we will want to preserve this content.

Clarification

What type of presence / narrative does the HIAS President and CEO, Mark Hetfield, wish to have on the website? (A personal blog, video content, etc.)

Mark occasionally contributes to the blog and appears in videos, but we have never discussed a specific presence beyond what we have now and this is not a priority.

Clarification

How many email/newsletter templates should be considered in scope?

Approximately 5-6.

DESIGN/DEVELOPMENT/TECHNOLOGY

Clarification

Do you have a preference or desired CMS for your new site?

We have used Drupal for many years and are quite comfortable and satisfied with the platform. We would not rule our switching to another CMS, but it would probably take strong, convincing arguments.

Clarification

RE: The current site's Video Gallery. It looks like the videos are hosted on Vimeo. Is that an integration

between Drupal and Vimeo? Or is there manual content entry in Drupal associated with the video gallery?
Manual content entry. Current system supports both Vimeo and YouTube.

Clarification

Will the HIAS Europe site need to share content (articles, events, or even basic pages), or user accounts with the main site? Does the design need to be differentiated?

HIAS Europe should be considered a mini-site or site within the main site. This unit does not produce much content, so must be integrated and able to pull content from main site (and vice versa, though less frequent). Design should be differentiated from main site enough to convey some separation, but should still be on-brand.

Clarification

Is GDPR a priority given HIAS workings/connections in Europe? **Yes.**

Clarification

Would we be migrating content from old site to new site? **Absolutely.**

Clarification

Do you have a sense of your mobile vs desktop website usage? **2021: 55% desktop/ /40% mobile**

Clarification

What are you looking for when evaluating Drupal experience? **Proven track record developing robust, beautiful sites on Drupal 8/9, as well as deep experience migrating from earlier versions of Drupal.**

Clarification

Is HIAS using a particular email platform for newsletters and do they want to continue using it?
We use [Engaging Networks](#) CRM for email, online donations and online advocacy. Other than reskinning to match new site design, this is not part of scope of work for this project.

Clarification

Regarding the email retheming that may be needed, how many email products does HIAS currently have? How many templates are in your current setup? Do you have a need for any custom design beyond a general update of the look and feel (example: a revamp of a multi-section newsletter). **No.**

If yes, please confirm that you send emails from Engaging Networks.

Less than 6 email/newsletter templates in Engaging Networks. Do not expect to require custom design for this project.

Clarification

Does HIAS know of any organizational/legal requirements when it comes to accessibility? (We can make a recommendation) **No specific requirements. Generally speaking, we are interested in accessibility.**

Clarification

Can you estimate a percentage of the website that would need to be bilingual vs. English only?

Primary audience for our site is and will be English-speaking for the foreseeable future. Overwhelming majority of content will be English, but we do need the option to post a small percentage of non-English content.

Clarification

What languages do you want the new site to support? Do you have staff who can manage translations or budget for translation services? Are you looking to do a one-to-one translation for some pages (adds complexity), or are you looking to show a different navigation structure and/or page layouts to different languages (adds a lot of complexity)?

Our site is and will continue to be primarily English for the foreseeable future, however we need the ability to post some non-English content.

We will manage translations.

For now, we are not looking for complete parallel navigation in other languages.

Clarification

You mentioned in your RFP that for your *Where We Work/Country Pages*, "Some pages/sections might need to be multilingual." Currently your site uses Google Translate. Are you looking for more multi-language capabilities to allow for manual translation of pages to be added where possible? Should the new site also include Google Translate capabilities similar to the current?

Google translate has been a good solution – however, it's our understanding that this tool is no longer supported in favor of browser-level translation going forward. We're open to discussion of best practices, options for offering some non-English pages, but site is and will continue to be primarily English.

RECORDS SEARCH REQUESTS

Clarification

Do you have a sense of the traffic that comes to access these records out of your overall traffic?

Very modest, 100-300 requests per year. This is not a high priority, it is a service we offer to a small number of interested people.

Clarification

Do you own these records/have proprietary data or rely on external sources?

We have our own proprietary records, but our archivist also utilizes other sources.

Clarification

If turned into digital forms, do you:

- Have a payment processing system in place?
- Need to translate the forms (in addition to the page)?
- Need email notifications to be triggered (to staff and/or the person completing the form)?

None of this is a key requirement for the site rebuild. We do have payment processing options, but the volume of requests (100-300/year) does not justify much effort here.

Clarification

Re: 'we offer a records search service. It could be better presented, possibly with online request forms.' - we just want to confirm that there is no website technology currently being used for the records archive data and search service, or planned as part of the new website scope (beyond translating the current PDF forms to online forms)?

Confirmed. But this is not a key requirement for the site rebuild.