

CEPF Website Redesign and Redevelopment
Addendum 4: Answers to applicants' questions
17 October 2016

The deadline for questions has been extended until **Thursday, 20 October 2016**. CEPF will provide answers by Friday, 21 October.

Additional answers to questions posed by interested firms are posted as they become available on the CEPF website: cepf.net/grants/Pages/Web-Design-and-Development-Consultant.aspx

1. For this website redesign project, CEPF will be contacting with a project manager who has experience managing similar website projects of commensurate budget and scope.
2. The approval process will consist of a review committee of three to ten people depending on the phase of the project. The committee members are from the CEPF Communications and Secretariat team and the Conservation International IT and Web teams. The selected firm will work directly with a contracted project manager and Julie Shaw, the CEPF Communications Director, who will deliver the final decisions made by the review committee.
3. CEPF is happy to work with a firm's normal invoicing and billing structure. However, all payments must be linked to measurable and delivered work.
4. CEPF uses ConstantContact for managing email newsletters, and we are satisfied with the service. While the email newsletter is not part of this project, we are open to recommendations.
5. CEPF uses a grants management database to track and manage its grants. The current system is partially integrated with the CEPF website through XML files generated by the grants system, and JavaScript coded on the website. The new grants management system will be on Salesforce's FoundationConnect, and hopefully it will be integrated with the new website in a similar manner.
6. Once the website redesign is complete, the CEPF Communications team will follow its Communications Strategy (Appendix 9) to generate ongoing content for and maintenance of the new website. The current yearly budget is for internal resources and capacity, all of which will remain unchanged for the foreseeable

- future.
7. CEPF is happy to consider a firm from anywhere in the world.
 8. In terms of module and widgets, CEPF would prefer to have a website that is designed around a module-based layout rather than a traditional template layout. We envision that the module system would be based on grids and break-points, and allow CEPF content managers to place interchangeable modules across all pages, so that the modules will render correctly in all contexts and on all devices. For example, the text module would be designed for a content manager to enter place the module on the grid, and then enter in Rich Text content. The audio module/widget would allow a content manager to upload an audio file, and have it appear in a skinned audio player, designed as part of the full comp package presented by the firm.
 9. The CEPF website's current translation tool is Google Translate, and it is acceptable, however, it is not completely accurate and does not employ CEPF's thesaurus of conservation-based synonyms.
 10. CEPF has seven donor partners. CEPF is developing monitoring metrics for their engagement.
 11. CEPF's current CMS is structured on subsites. Each directory level of navigation is a subsite to the home page. For the new CMS, as we hope to be a more modular design with similar content tagged and associated into single pages rather than subsites, the power of the new CMS doesn't necessarily need to support 800 subsites, but we want the option in case we need to abandon the singular page format.
 12. Git is a version control system.