



Caswell County Partnership for Children Request for Proposals Marketing, Communication and Resource Development Services Questions & Answers

- 1. Question:** To address the action item "redesign the organization's website...", are you looking for a completely new website, designed and hosted by a web design company? Or are you looking for content suggestions for your current website that is likely handled in-house?

Answer: The Caswell County Partnership for Children (CCPFC) is seeking a Consultant to assist with the redesign of its website. We currently use Weebly for our website. We are interested in determining if that is still the best website builder or if there is another option that would better meet our needs. We are also looking for design and content suggestions. Due to the lack of current funding, CCPFC will need to maintain the "new" site in-house by utilizing a combination of staff and interns.

- 2. Question:** To address the action item "create an annual report template...", are you looking for a graphically designed template that a staff member can "plug and play" content? Or are you looking for a content template and you'll outsource the graphic design annually?

Answer: CCPFC is seeking a graphically designed template that staff can "plug and play" content due to limited funding for this purpose.

- 3. Question:** Can you elaborate on the action item "develop platform to establish strategic partnerships"?

Answer: CCPFC would like to ensure that our time and efforts participating in outreach and engagement activities yield the best outcomes and return. CCPFC is seeking strategies and activities that should be incorporated in order to increase our partner engagement and friend raising.

- 4. Question:** Regarding the action item "Create and launch at least one resource development strategy," if a direct mail campaign was determined to be the strategy to launch, would the Contractor be responsible for the associated printing and mailing costs?

Answer: No, CCPFC would be responsible for any related printing and postage cost.

Caswell County Partnership for Children

PO Box 664, Yanceyville, NC 27379 - 336-694-1538 - fax: 336-694-7666

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