



Dear supplier,

Date of issue:	15.08.2023
RFI no.:	2023-045
Contract title:	Content Management System(CMS)
Closing date:	04.09.2023
Contracting Authority:	Norwegian Church Aid Postboks 7100, St. Olavs plass, 0130 Oslo Contact persons: Oda Thune@nca.no or Alexandra.Tsiolas@nca.no Email quotations: procurement@nca.no
Communication regarding this opportunity is to be directed to the above e-mail addresses with the following reference in the subject field: "RFI nr. 2023-045".	

REQUEST FOR INFORMATION (RFI)

A. Instructions

The starting point for the tender is that Norwegian Church Aid (NCA) needs to modernize the website www.kirkensnodhjelp.no/www.nca.no (hereafter: homepage). This will involve both technical, design, and strategic changes that require a partnership with a supplier who can contribute on multiple fronts beyond just technical implementation. It is important to have a comprehensive understanding and follow-up.

As a first step, and before an expected procurement, NCA is inviting suppliers to express their interest in bidding and helping us modernize our CMS-solution by providing the requested information. After the initial round of prequalification has been finalized, we expect that successful candidates will receive our updated and complete tender dossier and the opportunity to submit their bid. NCA is aiming to select a supplier in November 2023 and implement in 2024.

A.1 Background information about the organization and the required solution

NCA is one of the biggest Norwegian actors in the field of developmental aid and humanitarian assistance. We provide emergency assistance in disasters, work for long-term development in local communities and address the root causes of poverty, we advocate for just decisions by public authorities, business and religious leaders. Norwegian Church Aid is an ecumenical diaconal organisation for global justice. We work to help the poorest and those in need, regardless of their creed, race, political or religious affiliation. NCA receives its income from individual, congregational, and corporate donors, as well as substantial support from institutional donors. NCA employs around 1000 people globally which entails the main office in Oslo and local employees in 30 countries globally. NCA's financial annual turnover is about 1 billion NOK.

HOW WE WORK



SAVING LIVES

The poorest are always hit the hardest in times of crisis. Many lives are lost each year due to the lack of clean water in emergencies. This is why we provide clean water first. Together we save lives and protect the vulnerable.



CHANGING LIVES

To be poor is to lack opportunity. But where there are challenges, we also find the best solutions. Permanent access to clean water is one of them. Together we can help people find their own way out of poverty.



CHANGING THE WORLD

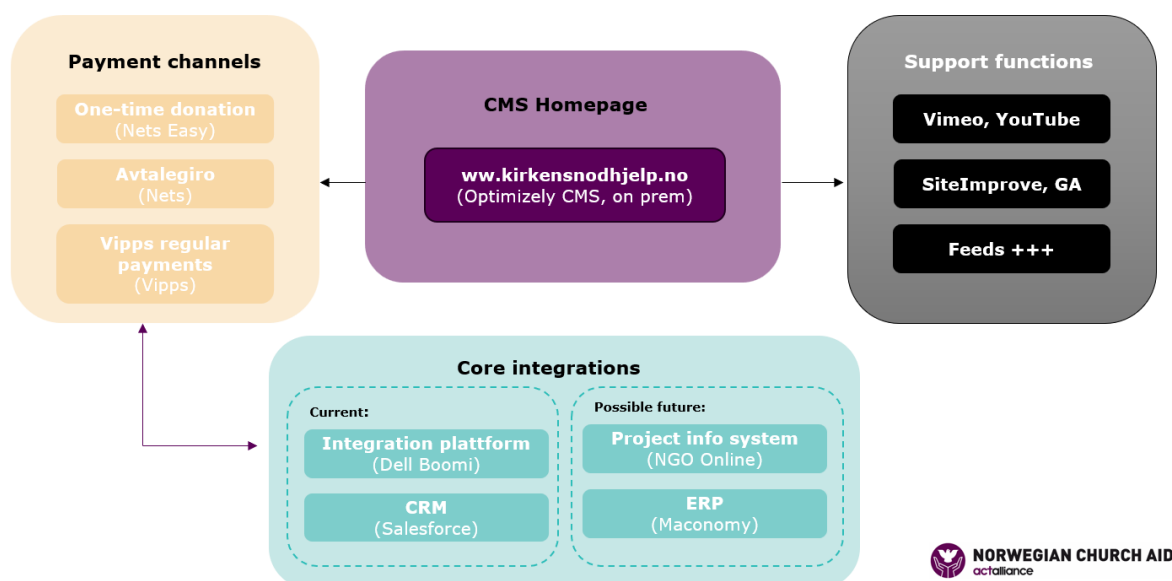
Poverty is injustice. There is enough water, food and work for all, but global structures help keep the rich rich and the poor poor. Together we can advocate for change where decisions are made.

About www.kirkensnodhjelp.no/www.nca.no

NCA has three websites; our homepage (www.kirkensnodhjelp.no), a web shop (www.gaversomforandrerverden.no), and the Lenten Campaign page (www.fasteaksjonen.no). This procurement focuses on our homepage, www.kirkensnodhjelp.no. The purpose of NCA's homepage is primarily to encourage and collect money from private individuals, cooperations, churches and institutions, inform and engage about our work and build our reputation and brand.

NCA has had its homepage on the current Episerver (Optimizely) solution since 2008. The last major modernization of the homepage was carried out in 2014 in connection with the annual TV fundraising campaign on NRK, "TV-aksjonen". Since then, various updates have been made, and new templates and features have been developed. The site has grown quite big in content and functionality. Annually, the site has around 1 million page views. Through integrations to Nets/Mastercard we collect both one-time donations and enable visitors to sign up as regular donors. This information is sent to our

CRM-system, Salesforce. The responsibility for NCAs homepage lies in The Communication and Politics Department (KOMP) / the Division of Communication.



Although this procurement focuses on our homepage, in the long run, it *might* be desirable to consolidate our three websites onto one website and publishing platform. Therefore, we need a robust content management system (CMS) that could eventually handle all three websites. This is a point we will consider while evaluating vendors' answers.

Short info about the two other websites

NCAs two other websites, www.fasteksjonen.no and www.gaversomforandrer verden.no (both on WordPress), are smaller sites with more limited targets than the homepage. They are owned by the Marketing Department. The main tasks of the Lenten Campaign page are to communicate what the annual Lenten Campaign (Fasteaksjonen) is to people in Norway, make resources available for carrying out the collection, show collected amounts and allow the congregations to log in and report their results. The Lenten Campaign page is a simple campaign page with articles and material for download. However, it has a complex statistic view of the fundraising results, through an integration to Vipps and Salesforce. Since a big part of fundraising has changed to digital payment methods, the integration to Vipps and Salesforce enables us to calculate how much each congregation has collected. The ongoing calculations that happen in backend makes the site quite complex. The web shop is a classic web shop where NCA sells symbolic and physical gifts, as well as collects donations.



About the resources that work with the websites

When it comes to our homepage, resources in two different departments, The Communication and Politics Department (KOMP) and The Marketing Department (MAR), cooperate closely to plan, write, and publish content as well as further develop the website. Key resources from other departments deliver content to KOMP that is published on the homepage.

The main objectives of KOMP are to enhance and cultivate NCA's reputation, both internally and externally, by ensuring transparent and compelling communication of NCA's work. We strive to place humanitarian crises and development politics on the global agenda while increasing public awareness and mobilizing action in support of our initiatives. By doing so, we aim to secure the necessary funding to sustain our vital work. NCA's homepage is a key tool in this work.

Similarly, also for The Marketing Department (MAR), the homepage is an important component of its fundraising work. MAR annually fundraises approximately NOK 200 million, which is used for all NCA's work and is vital for receiving institutional funding. We are constantly striving to engage all types of donors through storytelling, email-marketing, campaigns, leads-generation, events and much more. Our largest donor groups consist of regular donors, sporadic donors, private sector donors and congregations. In addition to our leads, fundraising and recruitment work we have two big campaigns yearly: the Christmas campaign in December and the Lenten Campaign in April.

What we want to achieve with our homepage and this procurement

As stated earlier, the main purpose of the homepage is to build our brand, engage and inform about our work, and collect donations from individuals, churches, businesses, and institutions. There is an increasing focus on digital aspects in NCA's communication and fundraising efforts. The website is one

of our key channels for building reputation and collecting funds. The competition for donors' attention is significant. Therefore, it is important that our digital channels, where our work and results are presented, appear modern, credible, and inviting. We want donors, both Norwegian and international, the public, our constituents, and others to have a positive impression.

By modernizing the website, we mean, among other things, a new modern visual expression, improved user interface, content and structure cleanup, new functionality, and generally a cloud-based solution with code and backend setup that prepares us for future innovation and web technologies.

NCA is seeking a modern CMS and a skilled partner who can assist us in creating a homepage that effectively helps us:

- Engage and inform about the organization's important work and achievements in a compelling manner.
- Increase conversion of regular and sporadic donors.
- Generate more leads for potential supporters.
- Amplify and refine our brand to enhance clarity, modernize and strengthen our brand identity.
- Optimize the user experience for improved usability and satisfaction.



We want to achieve these goals through a CMS that, amongst other things is:

- **Cloud-based:** The CMS is hosted in the cloud, offering scalability, high performance during traffic peaks and easy access.
- **Latest technology:** The CMS is built using the latest coding and technology standards.
- **User-friendly structure:** The CMS has a user-friendly interface and menu for easy navigation.
- **Integration and API support:** The CMS easily integrates with third-party systems and solutions, such as payment channels or Salesforce, through APIs.
- **Display key metrics:** The CMS provides the ability to display key metrics that showcase our work and results, preferably live/regularly through necessary integrations to inhouse systems.
- **Optimized search engine:** The CMS has an optimized search engine for efficient content discovery.

- **Dynamic content:** It offers flexibility through dynamic content, allowing for highlighting different messages at different times of the year.
- **Customization and flexibility:** It offers customization options and flexibility to tailor the CMS to specific needs and preferences.
- **Tags and categories:** The CMS utilizes tags and categories to cross-publish and highlight content based on country, theme, and news.
- **User-friendly backend interface:** The CMS provides a user-friendly interface for easy content creation and editing.
- **Responsive design:** The CMS supports responsive design, ensuring optimal user experience across different devices and screen sizes.
- **E-commerce capabilities:** The CMS provides e-commerce capabilities, allowing for the creation and management of online stores.

A.2 Eligibility and qualification requirements

We invite suppliers that fulfill the three below criteria to express their interest in this opportunity.

Interest can be expressed in either Norwegian or English.

1. The solution must be based on a market ready product that is suitable for fundraising humanitarian and development organizations.
2. The solution must cover all areas of a modern cloud-based CMS-solution such as the features we have described on page 5-6. We would like to highlight the following:
 - a. Cloud-based scalability: The CMS is cloud-based, so it can scale to handle growing content and traffic demands.
 - b. User-friendly interface and navigation: The CMS has a user-friendly interface and navigation, making it easy to create and manage content.
 - c. Seamless integration and extensibility: The CMS integrates seamlessly with third-party systems and supports API integration, so we can add new functionality as needed.
 - d. Dynamic content and customization: The CMS allows for dynamic content presentation and customization, so we can highlight different messages and organize our content in a way that's most effective for our audience/purpose.
3. The solution fulfills the following absolute requirements:
 - a. Cloud-based solution
 - b. Vendor must have a presence in Norway, in the form of a local support team and/or a solid local supplier network.
 - c. Must support multiple languages.
 - d. Must have data storage in accordance with current privacy/GDPR regulations.
 - e. Must manage Ecom with its own system, or with tight integration with a third party.

Candidates that do not fulfill the above criteria will not be pre-qualified.

A.3 Time plan

The deadline for companies to express their interest in this opportunity is 15 working days.

After the closure of the Request for Information, the internal procurement committee will qualify relevant suppliers and give them access to the tender dossier. Thereafter, pre-qualified suppliers will have 30 days to submit their bid.

A.4 Instructions

To express your interest, kindly fill in and submit Annex A, and attach a document containing the following information:

1. Your organization history (1 page maximum)
 - Mission statement
 - Brief description of the company's background and main line of work
 - Company Registration certificate
2. Your Statement of interest (3 pages maximum)
 - Give a short overall description of how your system would help us achieve our objectives, hereunder:
 - An overview of the system technically: technology (.net, PHP, etc), hosting, database, security, APIs. What are the minimum requirements for running the system?
 - How will your CMS help us achieve our goals as stated in chapter A1, page 5?
 - How will you ensure that we are compatible with future technology, such as new payment and donation methods or AI technology?
 - In the future, could your solution include a Ecom platform and/or a campaign page for the Lenten Campaign with integrations to our CRM-system Salesforce and Vipps?
 - Describe your organization's experience working with 1 implementation of a similar solution with a fundraising humanitarian/development organization or Non-profit initiative.
 - Describe your capacity to deliver such a system, estimated timeline, also considering the training, support, and follow up after implementation.
3. Attach your organization's 3 most recent audited financial statements.
4. Explain your pricing structure/ licensing model for the relevant product and services.

Annex A: Company information form

CANDIDATE OR COMPANY INFORMATION	
Company (legal name)	
Street name and no.	
City	
Postal code	
Country	
Phone no.	
Email	
Website	
Director (name)	

GENERAL COMPANY INFORMATION	
Year of establishment	
Number of full-time employees	
Licence number (VAT no./TAX id)	
Countries with registered office:	
Registration Certificate – please attach	
Does your company have CSR related policies in place – e.g. Health, Safety, HR, Energy or Climate policy or is a member of Global Compact? Please state which policies.	
Does your company have a Code of Conduct?	

PROCUREMENT SPECIFIC INFORMATION	
Is solution cloud based?	Yes/No
Does solution have local supplier/support in Norway?	Yes/No
Does solution support several languages?	Yes/No
Is data stored according to GDPR/Privacy regulations?	Yes/No
Can vendor solve potential ecommerce needs?	Yes/No

REFERENCES				
Name and country of customer	Type of contract	Value	Contact name	Phone/fax and email

Include details of the experience and past performance on contracts of a similar nature and information on other contracts in hand and/or future commitments including details of the actual and effective participation in each of such contracts, description of the Candidate's assignments and periods of engagement and references from minimum 1 relevant implementation, preferably from humanitarian/development organizations.

This Request for information is not part of a procurement process and will not commit the supplier nor NCA in relation to a later request for proposal.