

Conference of Research Service in
Hong Kong Special Administrative Region (Hong Kong SAR) of China
2017/HCR/HKG/RFP/10063

Date: 11th October, 2017

Time: 11:00am – 12:30 p.m.

Venue: UNHCR Hong Kong Sub-Office

Question & Answer Session

1. Would there be any preferred methodology for public survey?
Ans: No, please propose in your proposal and explain the strength of your proposed method.
2. How many data base you could provide in order to achieve 1000 samples?
Ans: Our current donor database with about 50,000 donors who agreed to receive UNHCR communications.
3. Who is the target audience from the public? Is there a list of criteria e.g. age, monthly household income cut-offs etc.? Can we interview all HK residents i.e. PR or will need to restrict to HK citizens?
Ans: General public who have ability to donate, please suggest criteria in your proposal and the reason why you suggested those criteria. The target audience should be residents of HK
4. Is the database of donors composed of individuals only or a mix of organizations and individuals?
Ans: A mix of organizations and individuals
5. Will UNHCR contact the donors to get their opt-in to be contacted by us for a study? We assume sponsor of the survey will not be revealed?
Ans: Yes, we will send email/sms to donors who will be contacted for this study. We will tell donors which company is helping us to do this study.
6. In terms of audience perception of UNHCR, are there specific aspects UNHCR is looking at? Any list of attributes? For the refugee issues, is there also a list e.g. Rohingya, Iraq, Yemen etc.?
Ans: We want to know if the general public knows about UNHCR, the work UNHCR is doing, who UNHCR is working for, how the public rank among the international NGO e.g. MSF, UNICEF, Save the Children, World Vision etc.
7. What are the current channels used in communicating to existing donors?
Ans: by mail, email, sms, phone call
8. What are the channels used in recruiting donors? What is the success rate of each channel?
Ans: Face to Face, online, Direct response TV, print ad, direct mails. Over 75% recruited from Face to Face, about 10% from online, about 12% from Direct response TV, small percentage from print ad and direct mails.
9. How many communication messages or materials (i.e. number of stimuli) are we going to evaluate in the study?
Ans: 4-5

10. Is this the first time of conducting this study? This is to clarify whether it is necessary to compare the performance of this study with previous wave or not.
Ans: Yes, the first time.
11. For the study with current or lapsed donors using the UNHCR's database, would UNHCR be providing support on sending notification to them that an appointed agency will contact them later for a survey?
Ans: please see answer on Q.5
12. In Annex A, section 2.1, the specification states that the qualitative stage should have minimum 6 Focus Groups with at least 60 sample size. Does that mean that you require 6 groups with at least 10 participants each? Or could it also be 8 groups with 8 persons each? In our experience, 10 participants per focus group is too many, as in that composition, not every participant will have enough opportunity to join the discussion. Having groups of 8 persons maximum each is better for the discussion, but also more cost effective. So 2 questions basically: (1) do you require 10 persons per group, or 60 persons in total? (2) can we propose, and budget, 6 groups of 8 persons, as that will be more cost effective?
Ans: For (1) No, just have 60 persons in total is ok
For (2) You can propose and budget different number of focus groups and number of participants, but make sure at least 60 samples is required.
13. We understand that the prospective bidders do not need to be based in Hong Kong for this tender and that international travels can be included in the financial offer. Could you confirm our understanding?
Ans: Yes, no need to be based in Hong Kong and you can put it in the financial offer if the travel is necessary and directly related to the implementation of the project.
14. In Annex A, 2.1, could you clarify the following part what kind of donors would be targeted under "public"?
Ans: Please find answer in Q.3
15. Are we correct in understanding that the contact information for both "public" and "existing donors" are available in your donor database?
Ans: We only have contact information for existing donors, please propose in your proposal how you will reach out to the general public.
16. Target respondents:
- Do you have a definition of target respondents from "Public" – i.e. are we approaching only those who are open to giving donations for a cause or those who are already donating to a charity/cause or general public 18+?
Ans: Please find answer in Q.3
 - Within the Existing Donors, will we include all the 4 segments – 'new regular givers', 'active regular givers', 'lapsed regular givers' and 'one-time donors'?
Ans: Yes
17. Campaign/message testing:
- One of the objectives is to test existing campaigns/ messages. How many campaigns and/or messages will be included?
Ans: Please find answer in Q.9
 - In what format will the above be tested, i.e. video, storyboard, text?
Ans: Video, text, printed materials

18. Donor database:

- How many New Regular Givers are in the database? The number was given for the 3 other segments, but this segment's count was not mentioned in the brief.
Ans: About 7000
- Will the database include a field with donor classifications?
Ans: No field in the database for such classifications, but we can use our criteria to draw them out.
- What portion (if not all) of the database will have email addresses? How about phone numbers?
Ans: About 80% have emails and 90% with phone numbers

19. Schedule and budget:

- The brief indicates research to be conducted from December to February, is there a chance that the research could start earlier as if we are going to conduct Qualitative and Quantitative sequentially, we may potentially need a longer time frame?
Ans: The project needs to be completed within 3 months
- Could you provide any indication on your budget for this research?
Ans: please quote according to what you proposed in your proposal to reach those objectives.

20. Technical proposal format:

- Do you have any preference on the format of the proposal, i.e. PowerPoint, Word, others?
Ans: No preference
- Any guidelines on the length?
Ans: No length limit

21. Do you have the breakdown of the donor's data segment?

Ans: Yes, there will be 4 segments: new donor around 7,000, active donor around 30,000, lapsed donor around 40,000 and 8,000 one time donation donor.

22. Can we use the actual no. of donor for the research or just estimated no.?

Ans: We will provide actual no. of donor and data for the research when the project kick start.

23. Do the interviewee have to donate certain amount or just small amount is okay like buy the flag?

Ans: Small amount like buy the flag is okay, at least they have the motivation to donate.

24. Does the research focus on individual or corporate?

Ans: We mainly focus on the individual. We also have some small and medium size company's owner donating using their company name, these donors can also include in the research. Corporate will not be included in this project.

25. What is the proportion of the individual data in the data base?

Ans: For individual donors, it is around 85% of the database.

26. What is the format of the communication material?

Ans: We have communication material like video, text, printed material like newsletter.

27. For the donor base 50,000 with complete personal details, are they all Hong Kong citizen?
Ans: More than 80% of them are Hong Kong citizen, but there are some overseas donors like from Macau and China. For China and overseas donors, most of them donate through online.
28. If they are overseas donors, do you want to know more their preferences?
Ans: Yes, maybe we can use quantitative research to know more about the preference of the overseas donor.
29. When you give us the data, you will give us in 4 files according to the segments right?
Ans: Yes, we will give you the data according to their segment like new donor, active donor, lapsed donor and one time donation donor.
30. Do you have any concern of how the project carry out e.g. focus group first or survey first?
Ans: No, we just request the project must be finished within 3 months.
31. How many vendors have you invited?
Ans: We have invited about 30 vendors, also we have advertised on SCMP and our headquarter global market place.
32. In terms of approval of research materials e.g. discussion guide, questionnaire, how is the process like? Will it have to go through your HQ? In any case, how much time should we allot for review and approval as this would have an implication on the overall project timeline.
Ans: HK office will approve all the research materials, no need to go through our HQ. Please reserve 3-4 days approval time for any material.

End