THE WHITE
RIBBON
ALLIANCE

Website Design and Development
Request For Proposal (RFP)

White Ribbon Alliance (WRA) is an international organization, with global hubs in Washington, DC and Nairobi, Kenya that seeks proposals from web development agencies to redesign and redevelop the White Ribbon Alliance website (www.whiteribbonalliance.org). White Ribbon Alliance is targeting the launch for March 2022.

1. **Proposal Timeline**
    RFP release: August 13, 2021
    Response deadline: September 13, 2021
    Proposal Review: September 13-24, 2021
    Interviews: September 27 - October 8, 2021
    Vendor Selection & Notification: October 15, 2021
    Project Start Date: Qualified proposals will include a timeline with project start date within ten (10) days of selection.
    Desired Launch Goal Date: March 18, 2022

2. **Contact**
    If you, as an agency representative, have any questions or clarifications while reviewing this RFP, you are requested to submit them to recruitment@whiteribbonalliance.org in writing prior to August 30, 2021, with the subject line including, "WRA Website Development Proposal".

    White Ribbon Alliance will host one Q&A session for interested applicants on September 1, 2021, to address questions received from agencies. All applicants who submit questions, or indicate interest, will receive the call-in details.

3. **About White Ribbon Alliance**
    White Ribbon Alliance (WRA) is a global leader in advocating for reproductive, maternal and newborn health and rights, promoting gender equality, and holding governments and institutions accountable to women and girls. Our work – including advocacy, community mobilization, and awareness-raising – seeks to achieve progress towards our vision of a world where all women and girls realize their right to quality health and well-being. Our movement is guided by the power of people uniting behind the voices of women and demanding for better. As the experts of their own needs, women and girls are the driving force to create a bridge between existing inadequate systems and effective health policies, programs and services that work for all.

    We employ targeted advocacy efforts, drawing on key strategies that include 1) mobilizing individuals to collectively act and call for change, 2) bridging connections between women, girls and decision-makers, 3) supporting women and girls to know their rights, 4) providing information, resources and tools, and 5) creating outlets to share stories.

We measure our progress at the outcome level, including: policy change and implementation; resources allocated and distributed; improvement in health and social services; transformation of social norms; and increased leadership by women and girls at all levels. Our campaigns and programs have informed and influenced the priorities of UN agencies, bilateral donors, corporations, national country governments, and local and international NGOs.

WRA is a 501c3 non-profit operating in the international health and development sector and maintains a global hub in Washington, DC and Nairobi, Kenya, as well as affiliated Alliances and partners across the globe.

4. **Our Goals and Audience**
   The overall objectives of the web re-design are to:
   - Position WRA as a leader in building movements and an expert in people-led advocacy for reproductive, maternal and newborn health and rights and gender equality
   - Reflect WRA's updated strategy and approach as a campaigning organization addressing health and gender inequalities in all geographies, all driven by the self-articulated demands of women and girls
   - Increase and activate WRA's base of donors and supporters
   - Attract and connect new partners
   - Make the site easy for small in-house team to manage
   - Clearly articulate who we are, what we do, how we do it, and how to take relevant action (e.g., donate, become a partner, use WRA's tools, take a survey, find a job or consultancy, etc.)

We seek to create a personalized user experience, offering targeted and relevant content specific to individuals across a variety of audiences, who fall amongst the following categories:

- **Donor:** An individual or organization who is looking to effect systemic, global change for women and girls and who is in a position to give financially. Primary interest is WRA's impact and the geographic and population reach of advocacy successes.
- **Partner:** an organization who is seeking to apply WRA's advocacy strategies to effect change on reproductive, maternal and newborn health and rights and gender equality or a group working on intersecting issues (examples in primary audience below) where there are opportunities to unite and stand in solidarity. This organization may wish to formally partner with WRA. Primary interest is collaboration.
- **Activist:** someone who wants to mobilize in their community, city, region, nation to push for change. Primary interest is tools and resources to take action.

Primary audience:
Our primary audience is organizational and individual donors located in high, middle and low income countries that invest in groups making systems change. These donors believe in the power of people's movements and understand that individual projects are not going to change the world. These individuals and groups may be passionate about reproductive health and rights, gender equality, racial and environmental justice.

5. **Project Requirements**

Technology

WRA is committed to an open-source software solution for our needs but does not have a preference for a specific platform like WordPress. Web hosting must be provided by an entity other than the selected vendor and manage plugin/module updates. The vendor must also set up Google Analytics, and facilitate the integration of Mailchimp and Bloomerang. It is expected that the selected vendor be vigilant of the growing needs for cyber security and be able to provide a security plan for the platform, structure and technology recommended,

Back end and structure

- It is a priority for WRA communications staff around the world, who do not have a website development background, to be able to edit the website to the extent possible (including text updates, stories, homepage etc.). Ease of use will be crucial.
- Key metadata, SEO needs, and other standard content promotion and indexing technologies must be used.
- Archived content on the existing website needs to be cleaned and migrated into the new CMS.
- All resources, including but not limited to articles, blog posts, case studies, policy briefs, etc. must be retained within the same content pool, using a consistent tagging system, so that they may be related to one another for users.
- Modules must be designed and implemented to accommodate WRA's resource page including articles, reports, and manuals that should include an easy to-use search function as well as a straightforward archival system.
- User-restricted content area: We would like to create a portion of the website that requires a log-in and is a dedicated space for users to access resources, documents, discussions, learning modules and more. For example, this may be used for WRA members across the world as a shared knowledge hub or a dashboard for donors.

Design

- Overall, the new design should be bold, engaging, inspiring, clean, and smart. Throughout the website, women's and girls' perspectives must be showcased and highlighted.
- Multimedia (video, photo slideshows, podcasts) must be accommodated easily across page types.
- Functional "search" feature that allows visitors to easily follow topics of interest (categories/tags, authors, etc.); in that vein, related content independent of content type should be displayed.
- The website must be mobile responsive and designed to work across browsers and devices, including in areas with low bandwidth. It is strongly preferred that the site be constructed to convert to mobile site design when accessed on a mobile device.
- The website must be accessible to blind or limited-vision users. We are open to the vendor's recommendation to ensure the site is as accessible as possible to all.
- The website must be able to be viewed in multiple languages. Please note – we do not intend to translate most content in house but require a solution (like Google Translate

while it was still operational for websites) that can translate the page automatically. Preference will be given to solutions that offer as many languages as possible.
- Integration of social media functions.
- A UX designer should be involved in the design/mapping phase to ensure cohesion between design intent, impact, and audiences.

Integrations
- Integration with a new email marketing service (Mailchimp) and CRM fundraising software (Bloomerang).
- Ideally, the design would be able to embed our [Interactive Dashboard](#) on GitHub into the new website.

Training, ongoing maintenance and support
Site functionality should facilitate in-house additions and changes over time. The vendor should include recommendations for ongoing website maintenance and troubleshooting, and support following the site's launch.

Additional specifications
- The site should be developed to meet all federally mandated access requirements (including the US and European Union Data Regulation).
- Site must be built in accordance with the Web Content Accessibility Guidelines.

6. Additional Desired Features

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately and note any additional design or development time would be required.

- Interactive impact map: This is an interactive, storytelling map that captures WRA's advocacy wins and impact through text, video, and photo.
- A customized reporting dashboard that captures qualitative and quantitative data submitted quarterly and includes data visualization.
- User generated content: Blogs, stories, highlights, etc that can be submitted by external users. For example, this may include a discussion board on campaign tactics.

7. Project Scope and Process

The scope of the redesign/redevelopment project includes:

- Redesign within current branding
- Graphic design, photography and videography
- In-depth site planning and discovery process
- Selection, development, and customization of CMS
- Development and design of wire frames and navigation

- Implementation of design into CMS for comprehensive White Ribbon Alliance website in multiple languages including, but not limited to English (primary), French, Spanish, with options to automatically translate the site into as many languages as possible.
- Import of archived content from current CMS
- Delivery of site to new hosting provider[1]
- Quality assurance of new site, including a beta testing period and a means by which (internal/beta) users can report on glitches, and user experience.
- Training and documentation on management of new CMS

The scope of the redesign/redevelopment project does not include:

- Message development
- Copywriting

The process we roughly expect is as follows:

Discovery/Planning
Guide us through a process to identify the strategy for the new website. Confirm goals, audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief. As WRA will manage copywriting for the website, we expect the vendor to align strategies with our messaging as it is developed, which may include several iterations. As our messaging is quite specific, please review prior reports and plan to participate in an orientation to become familiar with our messaging and approaches. Think deeply and propose the user experience that will engage our audience and help us achieve our goals.

Key output: Content strategy and development roadmap with featured recommendations and functional and technical requirements.

Site Definition/Design
Propose website information architecture, graphic look and feel, user navigation, home page, and main navigation templates for each of the main navigation links. This should be based upon the goals identified in the Discovery/Planning phase. The chosen vendor must provide at least three home page design mock-ups for consideration by WRA.

Development
The website developed by the successful vendor must meet the guidelines described in Project Purpose, Objectives & Criteria (#4, #5). The WRA website project manager (Marissa Ware) will be made available to provide information and coordinate with WRA staff, including a reasonable number of meetings (via zoom) to present design and development solutions.

Testing

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[1] Selected vendor will be expected to make recommendations for web hosting, including relevant market analysis and strategic advantages/disadvantages, but final selection will be made by White Ribbon Alliance.

Proposals should outline a plan for testing the site on all applicable platforms during development to ensure it works as promised, including a means by which (internal/beta) users can report on glitches and give feedback on the user experience, etc.

Training and Documentation

The chosen vendor will be asked to provide training for two to four WRA staff members on use and maintenance of the CMS system and any necessary APIs. Provide succinct documentation about the website as developed, including a summary of key configurations, and summaries of any custom code, plug-ins, or modules created for this project.

Delivery

Delivery and uploading of site to the host server. Provide support for any technical issues that might emerge after launch.

Ongoing Maintenance and Support

While site functionality should facilitate in-house additions and changes over time, we require on-going development and design support to facilitate future design additions to the website, optimizing load speed, and maintenance of theme, templates, and plugin updates for example.

8. Current Website

The existing website represents the work of the White Ribbon Alliance Global Alliance, including current affiliates, in English only, through the domain www.whiteribbonalliance.org. The current website (www.whiteribbonalliance.org) is built on WordPress and hosted on Flywheel. As the site has grown to over 80 pages, with a large library of 220 linked PDF resources, 1250+ images and videos and 215 blog posts, the lack of site architecture and navigation has become increasingly complicated and difficult for users to easily find content. Additionally, the site's search feature is dysfunctional, adding another layer of difficulty.

The last redesign/redevelopment of White Ribbon Alliance website occurred more than four years ago. While the look and feel are visually appealing, the site does not clearly articulate who WRA is, our overarching purpose, goals and impact, and how to take action. Further, the design is inconsistent throughout the site, and is lacking a cohesive feel when navigating between pages. Increasingly, WRA membership is united through global campaigns. The campaigns have had their own website and been partially integrated into the main site. In some ways, this puts WRA's organizational brand and campaign brands at odds – one static and one dynamic.

The design of the current website is inadequate for WRA's intended audiences, communications and fundraising goals. It is also missing a user experience that allows a new visitor to gain a comprehensive and easily navigable understanding of the size, scope, and focus of WRA's campaigns and advocacy initiatives. The website is also not optimized for speedy loading, and experiences significant page load time that negatively impacts user experience.

Key analytics:

Metric	Last Month (June 2021)	Last Year (June 2020-June 2021)
Users	4,054	44,651
Sessions	5,110	62,596
Pageviews	8,944	129,121
Avg Session Duration	1m 26s	2m 00s
Bounce Rate	71.57%	68.24%
Conversions (Newsletter sign ups)	80	639
New vs. Returning Users	New: 74.3% Rt: 25.7%	New: 70.7% Rt: 29.3%
User Locations	1. USA (33.5%) 2. India (12.5%) 3. UK (8%) 4. Kenya (5%) 5. Nigeria (3.5%)	1. USA (32%) 2. India (11%) 3. UK (8%) 4. Kenya (5%) 5. Nigeria (3%)
Pages viewed	1. Home (15.5%) 2. RMC Charter (7%) 3. About us (5%) 4. CEMONC Approach in Tanzania (4.5%) 5. Dashboard (4.5%) 6. Job opportunities (4%)	1. Home (14%) 2. RMC Charter (6%) 3. About us (4%) 4. CEMONC Approach in Tanzania (3.5%) 5. Teams and governance (3%) 6. RMC Resources (3%)

9. **Existing Assets**

See all WRA communications assets here, including branding guidelines, fonts, logo files and more. Please leverage existing photo assets and video assets where possible.

10. **Website Examples**

Example websites to draw inspiration from:
- Charity Water: The site has beautiful and seamless imagery that is visually compelling and engaging. Clearly, and succinctly written mission/vision that is compelling. Clear and frequent calls to action that center the reader as an important part of their work.
- Women for Women International: Visually clean, and the impact is clear and upfront. The colors are complementary and help make it feel like a shorter page than it is. Lays out clearly what they do and where they work; level of detail that's not all presented to the visitor at once and doesn't feel overwhelming. For example, the impacts are broken down by pages, but you need to walk through multiple pages to get there first.
- Acumen.org: The site is bold and visually appealing. What they do is the first thing you see and links to learn more about the company. How to get involved is the second thing you see and shared in a clear, clean way. The site has a seamless feel throughout the site.
- Campaign Zero: Bold imagery and clearly shares their vision right at the top. Meets people where they're at – those well versed in issues around police violence can dive in and get in the weeds, but also meets folks who are new in new and engaging ways. It goes directly to the action point.

11. **Team Roles & Collaboration**

Below are key team members that will be involved in the website redesign and redevelopment and their role in the project:

- Marissa Ware, Communications and Advocacy Specialist, Project Manager, (Main POC)
- Diana Copeland, Senior Communications Officer, Digital Strategy Lead
- Kim Whipkey, Communications and Advocacy Manager, Overall Strategy and Management Lead
- Kimberly Vitolo, Director of Operations, Contracts and Legal Lead
- Kristy Kade, Deputy Executive Director, Strategic Guidance
- Betsy McCallon, Chief Executive Officer, Strategic Guidance

12. **Budget**

Budgets should reflect pricing that indicates costs for each stage as outlined above (#7), or the comparable process/stage that the vendor works with. Please provide separate budget line items for additional elements (#6).

WRA's current available budget for the entire project is $100,000 USD, inclusive of all costs.

13. **Proposal Guidelines and Requirements**

Please include the following information in your proposal in any format you wish. The proposal should address each of the following topics:
- **Approach:** Discuss your proposed solution, including the features, benefits and uniqueness of your solution.
- **Itemized cost budget**. Alternative solutions and pricing are welcome when appropriate.

- **Proposed timeline**, including your availability for starting this work, timeline including key benchmarks e.g. phases and expected points of input from the WRA team.
- **Qualifications:** Summary of the firm's organization history, number of full-time staff, location of headquarters, and location of staff included in the bid. Staff that will be working on the project, including short bios and experience with non-profit institutions. Please include the name and qualifications of the project manager and UX lead that would be working on this engagement.
- **Security plan**: Who will lead this work on your team, and how will you ensure that our site is safe from creepy dealings online
- **Case studies:** Descriptions of three relevant projects, at least one of which was developed in the proposed CMS.
- **References:** Three client references with phone and email information, including at least one from the case studies.
- **Post development support plan.**
- Anything else we should think about it and didn't include!

14. Evaluation Criteria & Process Expectations

Please submit proposals no later than 5:00pm EST on <mark>September 13, 2021</mark>. Deliver electronic copies of proposals to the attention of: Marissa Ware; recruitment@whiteribbonalliance.org

Use subject line: "WRA Website Development Proposal"

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- **Suitability of the Proposal** – The proposed solution meets the technology and interactivity needs and criteria set forth in the RFP.
- **Proposed Design Creativity** – The proposed design is artistic and innovative, user-friendly interfaces that engage site visitors.
- **Solution Expertise** – in recommending and communicating appropriate technical and design solutions as evidenced by the proposal and references.
- **Prior Experience** – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- **Personnel** – The overall qualifications, experience and diversity of the candidate agency's personnel.
- **Ability to Deliver** – Overall ability of the candidate to successfully provide the services requested within the necessary time frame.
- **Value and Cost** – The best value for money including the highest quality services in response to the requirements, within the desired timeline at competitive rate and budget requirements.
- **On-Going Support –** The ability of the candidate to respond to urgent needs of our organization regarding its website when required.