

Website Redesign

The Sexual Rights Initiative (SRI) is looking for a redesign of our website:

www.sexualrightsinitiative.org

You have been selected as a vendor to respond to this request to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

Table of Content

- **Guide to this RFP**
- **Project Overview**
- **Background**
- **Project Goals**
- **Proposed Sitemap**
- **Scope of Work**
- **Technical Requirements**
- **Budget**
- **Project Timeline**
- **Criteria for Selection**
- **Format & Proposal Details**

Guide to this RFP

Our expectation is that this document will convey our vision for the new site and specific challenges with the existing one. It includes a background section about our organization, suggests an outline for organizing the content of the new site, and desired technologies. In providing these details, our intent is not to convey that we have all the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability and client relations, guiding us to incorporate our goals into that vision. Please feel free to email rfp@actioncanadashr.org with any questions or clarifications.

Project Overview

The purpose of this RFP is a redesign of the SRI Website www.sexualrightsinitiative.org. While the website has served as an information hub for our target audiences, we are creating more and more content that is easily lost on the website.

SRI Communications Team

- Ani Colekessian, Director of Communications (lead)
- Kathryn Carruthers, Website and IT Coordinator
- Lorna Mungur, Communications and Social Marketing Officer
- Emeline Dupuis, SRI Program Assistant

Background

The Sexual Rights Initiative (SRI) is a coalition of organizations from Canada, Poland, India, Egypt, Argentina and South Africa, that work together to advance human rights related to sexuality at the United Nations. For more information visit <http://www.sexualrightsinitiative.com/about-us/who-we-are/>

Project Goals

1. Website design in SRI brand and style.

Success indicator: Website design meets SRI branding guidelines.

2. Website is easy to navigate and well-organized for all SRI audiences.

Success indicator: SRI audiences are able to find the information they are looking for and learn about the SRI and its work.

3. There is a clear pathway of engagement that takes users through a journey, provides them with information they are looking for, and additional resources and information so that they stay engaged with our website.

Success indicator: Amount of time on the website, multiple pages within visit, action taken, and return visits.

4. SRI's work is easy clearly displayed and easy to understand.

Success indicator: Website visitors can easily and clearly understand who the coalition is and what the coalition does.

5. Website is accessible for people with disabilities.

Success indicator: Website meets the highest standards in access for people with disabilities with positive feedback from our stakeholders living with a disability and/or within the disability rights community.

Audience

- Governments, UN ambassadors and UN Officials
- International organizations and activists working in sexual and reproductive health and rights
- Institutional donors

Required Functions

- Integration of SRI's existing databases (drupal)
- Contact Form
- Donation forms integrated with Raiser's Edge (Canadian tax receipt) and Global Giving (US tax receipt)
- Video integration (display and/or streaming)
- Webinar integration

Scope of Work

- Project management
- Content audit and strategy
- Information design
- Visual design
- Search engine optimization
- Front-end coding (HTML/CSS, animations)
- Back-end coding (CMS, 3rd party APIs)
- Custom software or app development
- Mobile device optimization
- Testing & quality assurance
- Analytics Software
- Timeline for Completion
- Deliverables

Technical Requirements

Donation Form

We use Raiser's Edge for credit card processing and donor stewardship. The site will have to integrate or synchronize with this system. We also use an external website called Global Giving where our donors can receive US tax receipts.

Content Management System

The new site will be developed using Drupal 8

Web Host

Our current hosting is a VPS hosted at Digital Ocean, using Cloudways.com as the server management. A testing server is also available. If a different hosting arrangement is required or preferred, that should be indicated in your proposal. The successful firm will have root access to a staging environment.

Browser Support

Rather than list all current operating systems and browser devices in use by our current audiences, you should test your work against modern browsers to make sure it provides equivalent functionalities on all of them. This

is about making our content accessible to all users. Ensure you don't make any operating specific design assumptions (e.g. different OS's deal with file paths and names differently).

Integrations

CiviCRM and Raiser's Edge integration. All information from contact and other constituent webforms should integrate into CiviCRM, donation information into Raiser's Edge.

Accessibility

Accessible to WCAG 2 Standard

Mobile Responsive Design

Responsive design / mobile first development. We anticipate most of our users will be accessing the site on their mobile devices.

Content Migration

While some content will be new, most will need to be migrated from the existing website and reorganized into the new site map.

Multilingual website

Indicated by a toggle at the top of each page to easily switch between languages. The initial site will only be available in English but we will need the ability to add additional languages (including French, Spanish, and Russian).

Agile Method

The process will be cooperative and include a regular feedback loop between Action Canada and the vendor.

Phone and Email links

Easy to make calls or email directly from the website on mobile devices (phone, email) and computers (email).

Budget

\$25,000 USD (taxes included)

Project Timeline

The project must be completed by March 2019

Criteria for Selection

- **Technical expertise:** Previous experience in building interactive, responsive sites.

- **Communication and autonomy:** Ability to manage project independently in addition to teamwork; pursue and meet established timelines without monitoring/prompting.
- **Partner:** Ability to act as a partner in the project build by involving our team but also taking the lead when needed.
- **Flexibility:** Ability to adapt when needed to unforeseen project changes.
- **Vision:** Will provide ideas for project beyond what is presented initially based on expertise in the field and the unique needs of our organization.
- **User interface design:** Ability to create user-centered design, engaging the user from start to end and making their experience as seamless as possible.

Your RfP must include:

- Examples of similarly complex projects (to assess technical capability)
- Client references and whether email or phone is better (to assess credibility)
- Project timeline with major tasks and milestones (to assess process)
- Project budget by line item (to assess process)
- Plan for mobile / responsive design (to assess familiarity with current trends)
- List of team members responsible for what with brief descriptions (including any subcontractors). All subcontractors must be approved by the SRI.

Format & Proposal Details

Please submit your proposal in PDF format to rfp@actioncanadashr.org by 28 November 2018. It is important that your proposal include all requirements and considerations described within this RFP.

If you have any questions or require clarification, please contact Kathryn Carruthers at rfp@actioncanadashr.org with subject line: **SRI Website Proposal Submission**. Successful applicants will be interviewed by SRI representatives over video conference. Only successful candidates will be contacted.