



REQUEST FOR PROPOSAL

The National Council of Negro Women

Website Redesign

PROPOSAL SUBMISSION DEADLINE: June 15th, 2021

INTRODUCTION

National Council of Negro Women requests proposals for a vendor partner to redesign and refresh our current website at <https://ncnw.org/>.

The following website redesign 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. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time specified above under the "PROPOSAL SUBMISSION DEADLINE."

PROJECT MANAGER CONTACT INFORMATION

The following individual(s) are the assigned contacts for the following:

For questions or information regarding Project Finances and Updates, contact:

Tkeban Jahannes

Director of Communications

tjahannes@ncnw.org

404-944-1615

PROJECT OBJECTIVE

NCNW's current website is outdated and needs a refresh to accomplish our current marketing objectives. Our primary goals are to strengthen our online presence, build brand awareness and provide an overview of our services to better provide credibility to our clients and prospects. Additionally, we want our redesigned website to reflect our culture and values to attract potential new hires. The site is currently built in a proprietary membership tool, vireo, but we are seeking other platforms as an alternative, if there are solutions that provide better functionality and ease of use. We would like to be able to make edit to the content and design in-house so the back end needs to be user-friendly. We also seek a website that allows for connectivity between our membership portal and donor relations software. While our site does provide some analytics, we would like to build into the new site a more robust and in-depth tracking, monitoring effectiveness and measuring future lead generating campaigns. We wish to have the site built in a platform that will exist on our servers with a cloud-based redundancy. In these times, it is important to have integration and connectivity with social media throughout the site.

Some aspects of your ideal website to consider...

- Brand identity – Consistent with NCNW style guide
- Content strategy – Long-term use and crisis management as the need arises
- Site architecture – Development with levels of access to protect access to certain information that would reside on your site with a password protected section
- SEO Keyword Analysis & Analytics Integrations – should be standard, example: Google Analytics, Google Search Console, etc.
- Same Domain name
- Homepage/subsite interaction
- Customer service interaction (CEG forms) for Lead generation – creation of different forms for departmental needs
- Online donations and fund development – direct link to donation form?
- Blogs – Use of subsequent blogs for information by department or foci
- What additional features are you interested in adding to your site: Photo Gallery, Slideshow, Video, Downloadable Documents/files, Internal Search Feature, Calendar, etc...)
- website maintenance & hosting and professional help with software updates/security

Background

The National Council of Negro Women is an “organization of organizations” (comprised of 310 campus and community-based sections and 32 national women’s organizations) that enlightens, inspires and connects more than 2,000,000 women and men. Its mission is to lead, advocate for, and empower women of African descent, their families and communities. NCNW was founded in 1935 by Dr. Mary McLeod Bethune, an influential educator and activist, and for more than fifty

years, the iconic Dr. Dorothy Height was president of NCNW. Johnnetta Betsch Cole was elected Chair of NCNW in 2018, ushering in a new era of social activism and continued progress and growth for the organization. Today, NCNW's programs are grounded on a foundation of critical concerns known as "Four for the Future". NCNW promotes education with a special focus on science, technology, engineering and math; encourages entrepreneurship, financial literacy and economic stability; educates women about good health and HIV/AIDS; promotes civic engagement and advocates for sound public policy and social justice.

We are budgeting \$25,000 – \$50,000 for this website, with a potential additional \$5,000 – \$10,000 for a digital marketing component. When constructing the budget, please list the website, social media and digital marketing as separate components.

Timeline & Important Deadlines

RFP Release Date - June 2nd, 2021

Response Deadline - June 15th, 2021

Vendor Selection - June 25th, 2021

Project Kickoff – July 5th, 2021

Desired Launch Goal Date- September 20th, 2021

Project Goals

Our primary goals are to strengthen our online presence, build brand awareness and provide resources, data and an overview of our services in order to provide credibility to our membership and community. Our secondary goal is soliciting and generating donations.

Our Audience

The National Council of Negro Women is an "organization of organizations" (comprised of 300 campus and community-based sections and 32 national women's organizations) that enlightens, inspires and connects more than 2,000,000 women and men. NCNW is open to all persons without regard of gender, race, ethnicity, national origin, sexual orientation or socioeconomic status."

Desired Website/Requirements

Our website should contain a Resource Repository – documents library that users can access and download. This "hub" should also contain embedded media files, such as videos, that can also be shared or downloaded.

Integration with DonorPerfect and Give Cloud

Once the website redesign is complete, we will need to ensure that all outward facing materials resonate with what folks see online and offline. We are wanting for the agency to assist with building us “templates” for the following:

- New One pager(s) templates for each program
- Landing Page template for each program
- Thought leadership and peer to peer learning through specially designed webinars, panel discussions and group conversations. Creating Value and Operational Efficiencies.

Website Examples

The following three websites are considered to be our competitors. NCNW likes the look, and feel as well as ease of use of the mentioned websites.

1. National Urban League- <https://nul.org/>
2. St. Judes- <https://www.stjude.org/>
3. Humanitarian Aid for Children in Crisis <https://www.unicefusa.org/>

In addition, the following websites are alternative examples NCNW would like our web designer to take into consideration when developing and designing our new website.

1. Jack and Jill Incorporated - www.jackandjillinc.org
2. Color of Change- www.colorofchange.org
3. Alpha Kappa Alpha Sorority Incorporated- <https://aka1908.com>
4. Delta Sigma Theta Sorority- <https://deltasigmatheta.org>

PROPOSAL BIDDING REQUIREMENTS

PROJECT PROPOSAL EXPECTATIONS

- The business name, address and telephone number
- A cover letter which details proposer’s professional management, background and years of experience in providing services for clients with highly sensitive data
- A list of all insurance carried by the company, including but not limited to professional liability, comprehensive general liability, workers’ compensation, etc.
- Completed “Fee Proposal/ Key Personnel,” with resumes attached
- Completed “List of Representative Clients” (for reference purposes)

PROPOSAL SELECTION CRITERIA

Only those proposals received by the stated deadline will be considered. All proposals, submitted by the deadline, will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

1. Bidder's alleged performance effectiveness of their proposal's solution.
2. Bidder's performance history and alleged ability to timely deliver proposed services.
3. Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to effectively and efficiently execute proposed services.
4. Overall cost effectiveness of the proposal.

National Council of Negro Women reserves the right to cancel, suspend, and/or discontinue any proposal at any time, without obligation or notice to the proposing bidder.

PROPOSAL SUBMISSION FORMAT

The following is a list of information that the Bidder should include in their proposal submission:

Summary of Bidder Background

1. Bidder's Name(s)
2. Bidder's Address
3. Description of Bidder's team in terms of size, range and types of services offered and clientele.
4. Bidder's Federal Employee Identification Number (FEIN)
5. Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.
6. Organization chart showing key personnel that would provide services to National Council of Negro Women

Proposed Outcome

- Summary of equipment, services and expected timeline for work to be completed.

Equipment or Service

- List any and all equipment or services required for this proposed project and the number of each.
- Detailed estimated cost for each piece of equipment or service.
- List any or equipment or services required of a subcontractor, along with a brief explanation.
- List any accommodation, services, or space required from National Council of Negro Women, along with a brief explanation.

Cost Proposal Summary and Breakdown

- A detailed list of any and all expected costs or expenses related to the proposed project.
- Summary and explanation of any other contributing expenses to the total cost.
- Brief summary of the total cost of the proposal.

References

- Provide 2 references

By submitting a proposal, Bidder agrees that National Council of Negro Women may contact all submitted references to obtain any and all information regarding Bidder's performance.