



Website Redesign
Request for Proposals (RFP)

Submission Deadline: December 21, 2018

RFP Guide

The Saskatchewan Council for International Cooperation (SCIC) is seeking proposals for modernizing the design and function of our primary website at www.earthbeat.sk.ca.

This RFP outlines our vision for the new site and specific challenges with the existing one. It includes background, suggestions for improving the site, and desired technologies.

An Imperfect Process

We recognize that we will not have all the answers in creating the best possible site, and understand that details may be subject to change upon vendor recommendations of more optimal solutions.

We also recognize that potential vendors may need to conduct further research in order to identify these optimal solutions. Should this be the case, please include (and cost) in your proposal any necessary research you would need to conduct in order to provide the services within the scope of this project.

The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability and client relations, and will be forward-looking, guiding us to incorporate our goals into that vision considering available resources.

Proposals should include a realistic timeframe and be fully costed. **Questions should be directed to:** Jessica Wood, Executive Director, SCIC.Executive@earthbeat.sk.ca, 306.757.4669

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Project Overview:

It has been many years since SCIC has substantially updated its website, and are now in need of a modern website that is optimized for effectively funneling engagement.

This website update is Phase 1 of a more substantial longer-term overhaul of SCIC's digital presence and communications platforms.*

RFP Timeline:

Schedule of Events	Date/Time
RFP Release	December 4, 2018
Deadline for questions	December 14, 2018
Proposals due to SCIC	December 21, 2018
Presentation of shortlisted vendors	January 7-11, 2019
Announcement of Successful vendor	January 21, 2018

*SCIC reserves the right to modify this schedule at its discretion.
Notification of changes will be posted to the SCIC website or sent via e-mail.*

Background

About SCIC

Established in 1974, the Saskatchewan Council for International Cooperation is a small non-profit, charitable organization comprised of members (organizations and individuals) and supporters working for global cooperation, justice and peace. We are actively connected to larger networks and partners with global capacity. We deliver public education and capacity building in Saskatchewan on issues related to sustainable development and global cooperation and provide training, organizing, and limited financial support for our members.

Our Mission: SCIC builds momentum towards a just, equitable, and sustainable world by enhancing the capacity of its members, education and inspiring the public to take action, and creating connections among those we serve.

Our Vision: We want to live in a province of engaged global citizens, where equality, peace, and justice (on a global scale) are the motivating principles pushing Saskatchewan toward an equitable societal shift.

Our Recent History: SCIC has recently undergone a re-visioning process in the wake of losing a major funding program, charting a future where we are more collaborative and responsive in order to strengthen our local network.

Project Team

Jessica Wood, Interim Executive Director, SCIC.Executive@earthbeat.sk.ca
Robbi Humble, Communications Officer, communications@earthbeat.sk.ca

Scope of this RFP (Phase 1)

Website Rebuild

We are seeking proposals to modernize the design, function and identity of our website at www.earthbeat.sk.ca.

The objective is to meet our immediate need for a responsive and engaging website with a small non-profit budget, while laying the best groundwork to move forward with larger future goals envisioning an expansion of service (outlined in Phase 2*).

It is important to note that Phase 2 is not yet designed, and this RFP is specific to this initial phase only (website redesign). However, it is vital that any digital platform we agree to in this RFP:

1. Lays the appropriate groundwork for our future goals in Phase 2;
- OR**
2. At minimum ensures that our future goals in Phase 2 are not made impossible by platform constraints as a result of Phase 1.

For information purposes - Outside of the Scope of this RFP

****Phase 2 Integrated Communications Platforms and Member Mapping***

Within the next two years we will be undertaking a process to transition our communications infrastructure to an integrated stakeholder engagement platform (i.e. website, contact database, bulk email provider, CRM and engagement tools) in order to reduce data duplication and increase efficiency in meaningfully engaging supporters.

The overall goal will be to improve and streamline all of SCIC's digital communications platforms to be able to engage more meaningfully and strategically across all of our areas of work, ultimately enabling our transition into a responsive coalition focused on connecting individuals and organizations around their priorities, interests, needs and assets.

We anticipate securing full funding for Phase 2, and aim to build a partnership that could lead to further contracts related to this work.

See Appendix A for more details on Phase 2

Project Goals

SCIC is updating our website in order to make our role better understood and to provide an engaging and accessible entry point for Saskatchewan citizens to move along the [spectrum of active global citizenship](#). Specific goals are as follows:

1. SCIC's work is easy clearly displayed and easy to understand.
Success indicator 1: Website visitors can easily and clearly understand who SCIC is, what SCIC does, and how they can get involved or contribute to SCIC's work.
2. Website is designed in SCIC brand and style.
Success indicator 2: Website design meets SCIC brand identity and guidelines; stakeholders report that the design is inspiring and engaging.
3. Website is easy to navigate and well-organized for all SCIC audiences.
Success indicator 3: SCIC audiences are able to find the information they are looking for and learn about SCIC and its work.
4. Website is easy to maintain with relevant and timely information.
Success indicator 4: SCIC staff are able to quickly update content that maintains style guidelines.

Anticipated Phase 2 Indicators [FOR INFORMATION PURPOSES]

5. *There is a clear pathway of engagement that takes users through a journey by meeting them where they are at, provides them with the information they are looking for, and inspires them to take next steps so that they continue to see SCIC as a resource hub.*

Success indicator 5A: *Improved conversion rates for:*

- *Newsletter subscribers*
- *Membership applications*
- *Social media followers*
- *Donations*
- *Resource Downloads or views*

Success indicator 5B: *multiple pages within visit, action taken, and return visits.*

6. *Website is accessible for people with disabilities.*

Success indicator 6: *Website meets or exceeds standards in access for people with disabilities.*

Target Audiences

- Engaged and globally curious citizens
 - Potential event attendees
 - Potential partners
 - Potential members
 - Educators
- SCIC members
- Potential Donors
- Funders (federal government)

Required Functions

- Membership applications
- Donation forms
- Improved contact forms/function
- Integrated newsletter signup
- Events Listings
- News/Announcements feature
- Blog/stories feature
- Resource/Tool feature
 - (likely sample description of resource with link to download or taken to external source)
- Video integration (display and/or streaming)

Scope of Work

- Project management
- Content audit and strategy
- URL acquisition and transition plan
- Brand consultation to ensure alignment with new strategic direction
- User experience and information architecture design
- Visual design
- Content Migration
- Search engine optimization
- Mobile device optimization
- Social optimization
- Analytics Software
- Testing, security & quality assurance
- Timeline for Completion
- Deliverables

Optional Elements

There are important areas of work connected to both our Phase 1 and our Phase 2 goals that might be included in your Proposal, depending on your approach and your proposed budget. The areas we believe are most likely to contain elements that overlap with Phase 1 and Phase 2 goals are:

- Undertaking a comprehensive digital audit of all audiences to inform future investment priorities
- Designing an email provider/web-host transition plan
- Integration of new digital tools (i.e. webinar capabilities; online collaboration tools)

- Researching CRM platform recommendations and developing a transition plan to integrate:
 - Bulk email/campaigns
 - Member portal/profiles
 - Volunteer/donor engagement tracking
- Developing a comprehensive strategy for moving into Phase 2

In your Proposal, we invite you to share your recommendations about what Optional Elements, if any, you believe are most strategic and realistic with our available budget.

Should your plan include these or other elements related to our Phase 2 goals, your proposal should emphasize your approach to ensure strategic success with the given resources, and must reflect realistic budgets and expectations (**we are ambitious, but more interested in securing an achievable plan with a great partner who is invested in our mission**).

Technical Requirements

Content Management System

We require an accessible content management system with a user-friendly back-end that permits non-technical staff to easily update web site content, and ensures in-house capacity/access for most website changes within the main website structure.

Currently, SCIC's website is on Wordpress. To date, Wordpress has met the above requirements. However, SCIC is open to changing to another content management system provided it meets these criteria (organizational control of our website, easy updates), and allows for future expansion.

Any proposed CMS must consider Phase 2 goals, and consider plans to manage smooth transitions balancing this with our current need for a new website.

Donations

Currently we do not have donations to SCIC as a focus or clear option on our website. Giving to SCIC should be a clear, easy call to action. We are registered charity set up to accept donations through SCIC's [CanadaHelps.ca profile](#) (issuing tax receipts), and can also accept PayPal payments. The website should support future goals for developing an expanded fundraising strategy, including integration with tools to track and evaluate donor engagement

Events Listing

Currently, our supporters indicate valuing SCIC's communications to know about events and opportunities. This is mainly done through email and social media, but also our website as a place to direct potential attendees for additional information or registration (usually through google forms). This service will remain important, at least during the next 2 to 4 years as we gain more understanding of our network.

OPTIONAL: User submission capabilities (with approval function) for events, member stories

Website Content and Migration

The new SCIC website will include some new and rewritten content, along with some content that will need to be migrated from the existing website and reorganized into the new site map. SCIC will provide all the content required, with guidance and recommendations from the successful vendor based on the content strategy, and recommendations to migrate or to archive information.

We recognize that there may be some content that will eventually need to be migrated that may not be able to by the project delivery date. We aim to be flexible in working with the successful vendor to identify and prioritize this content to ensure realistic timelines.

Visual Style

SCIC desires a contemporary, fresh, clean and visually engaging look that is simple, comprehensive, engaging and easy to navigate. It should have a custom look and feel, and should clearly identify SCIC as a Saskatchewan-based network.

Calls to action or to Join the Network

The website should prioritize clear, action-oriented elements that most effectively funnel the engagement of diverse stakeholders. In recent years, SCIC adopted an “individual membership” category to create more opportunities for more diverse formal engagement in our organization, while continuing to maintain organizational memberships.

Mobile Responsive Design

The website needs to support ease of use on mobile devices. We anticipate that many of our supporters and stakeholders will be accessing the site on their mobile device, but also expect that many stakeholders (including funders and members) will also be using desktop. Current website statistics show substantially more desktop users, but this may be a function of the site not being optimized for mobile. The website should be fast and easy to navigate regardless of device or OS used.

Analytics

Integration of Google Analytics (currently used) or other appropriate analytics tracking to measure site performance and engagement paths.

SEO and Social integration

Website should be optimized for social sharing and search based on audience insights identified through the vendor’s analysis. Vendor should consider and advise on best ways to integrate social content/presence into new site based on current capacity and future goals.

Browser Support

You should test your work against modern browsers to make sure it provides equivalent functionalities on all of them and ensure our content is accessible to all users.

New Domain Transition

One of the goals of this web identity update is to come up with a domain name that is more intuitive than earthbeat.sk.ca, that reflects the people-centered, organic and engaged nature of our network, and that may set us up for the adoption of a “street name” in line with previous branding recommendations. We also share the same acronym as the Saskatchewan Crop Insurance Corporation (SCIC), which owns the domain SCIC.ca.

Potential new domain names identified internally are:

- SaskCIC.ca / SaskCIC.org / SaskCIC.ngo [matches social media handles]
- saskglobalcitizens.ca / .org / .ngo
- skgobalcitizens.ca / .org / .ngo
- saskcooperation.ca / .org / .ngo

Web identity background: earthbeat.sk.ca (Since you’re going to ask!)

Earthbeat is the name of SCIC’s long-running and well-loved paper newsletter that connected Saskatchewan people to global issues. When the organization first moved “online”, the website was considered an extension of this publication and became earthbeat.sk.ca. Over the decades, the Earthbeat brand has diminished while our online presence has necessarily increased, leaving the domain as one of the last elements of this history.

SEO-Friendly Domain Transition Plan

*Any domain transition plan must demonstrate the vendor’s approach to ensure SEO during the transition.

Optional Elements - Technical Requirements

Google for Nonprofits / Google Adwords

Support to set up and integrate Google for Nonprofits to access additional communications and marketing services available at discount for non-profits.

Integrated communications platform / CRM

Web & Email Host Transition

Our earthbeat.sk.ca domain and emails are hosted at canadianwebhosting. This domain also hosts a major project/campaign website: www.LookDeeper.ca.

Any proposed web host and email transition must consider Phase 2 goals, and consider plans to manage smooth transitions balancing this with our current need for a new website.

Bulk Email & Engagement Tools

We currently use Constant Contact as our contact list, and for designing and distributing email communications to our members and supporters. We would like to gain similar (hopefully better) tools through a communications platform that is integrated with our website and that allows for more detailed engagement paths.

We are interested in changing platforms to one that is integrated into our website, this should also allow us to streamline our communications, and improve how we track users, to better respond and target out communications.

Profiles

We would like to have the option for member log ins for the purpose of more robust profile tracking, membership payments, and eventually an ability to facilitate cooperation between members though identifying shared goals.

Budget

The total budget for this project, including all applicable taxes and fees, is **between \$11,000 and \$19,000**, depending on the depth of services proposed.

Project Timeline

In order to meet our funder obligations, the main project deliverables (a functional, engaging website with highest priority content) must be delivered in full before March 31, 2019, including testing and quality assurance*. The proposed project timeline is below, but may be revised through cooperation between the SCIC and the successful vendor.

Website target launch date	March 13, 2019**
Quality assurance and follow up	March 14 - March 28, 2019
Project Completed	March 31, 2019

*We recognize that this is a tight project turnaround, and expect to work in close partnership with the successful vendor to identify and prioritize the migration of the most important content.

**Please be aware that SCIC will be coordinating our major annual campaign, International Development Week, from Feb 3-10, 2019.

Selection Criteria

- **Technical expertise:** Previous experience in building engaging, 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.

Proposal Format and Guidelines

Please include the following in your proposal:

1. **Title Page**

Include your company name, address, web site address, telephone number, e-mail address and primary contact person.

2. **Cover Letter**

Signed by the person or persons authorized to sign on behalf of the company.

3. **Project Plan**

A. Your proposed project timeline with major tasks and milestones

B. Your approach to:

- i. Website design
- ii. Project management process
- iii. Managing a domain transition plan

C. Your approach to balancing our current website needs with our future expansion goals

- i. (How will you set SCIC up to minimize disruptions to organizational infrastructure and chart a path forward while managing expectations?)

4. **Your Team**

A. Identify who will be involved on the project team, including relevant experience

B. Indicate if you have the following specialists on staff:

- i. Graphic design specialist
- ii. Digital strategy specialist
- iii. Stakeholder engagement specialist (or equivalent)

C. Do you anticipate subcontracting any portion of this work to other vendors?

- i. If yes, explain how you will ensure quality management of people not directly in your employ.

- *Note: Once they are identified, the successful vendor will be required to provide a complete list and credentials of all subcontractors. It is NOT expected that this list be include in your proposal.*

5. **Experience**

A. References and Examples:

- i. List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project.
 - The URL should be submitted. Only sites that are live will qualify during evaluation.
- ii. Provide current reference information for three former or current clients.

B. Briefly describe:

- i. Your firm's experience and interest in producing sites for non-profit and/or community-focused projects

- ii. Your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.)
- C. Tell us what sets you apart from your competition

6. Project Budget

Proposals must include **all** proposed costs (including costs to register domain name and host the site, if applicable). Please also include an estimated number of hours it will take your team to complete the project.

Send proposals to:

All proposals should be received by **December 21, 2018**.

Proposals may be submitted electronically in PDF format to:

Jessica Wood, Interim Executive Director, SCIC.Executive@earthbeat.sk.ca

Questions and inquiries should be directed to:

Jessica Wood, Interim Executive Director, SCIC.Executive@earthbeat.sk.ca
306.757.4669

Our Project Team

Jessica Wood, Interim Executive Director, SCIC.Executive@earthbeat.sk.ca
Robbi Humble, Communications Officer, communications@earthbeat.sk.ca

Appendices

- [APPENDIX A: Phase 2 - Member Mapping and Integrated Engagement Platform](#)
- [APPENDIX B: Internal Assessment of Current Website](#)
- [APPENDIX C: Inventory of Current Communications Tools](#)

Additional Documents available by request:

- SCIC Strategic Plan (2017)
- Internal Communications Audit (2015)
- Branding Guidelines (2012)

APPENDIX A

Phase 2: Not-so Distant Future Goals

Member and campaign mapping

Successful proponent must be able to demonstrate that the site changes and redesign being proposed will allow for SCIC to pursue the following digital goals within the next two to three years.

Stakeholder data and engagement

- Create profiles linked/tagged in relation to the Sustainable Development Goals and “interest or work/projects”;
- Expand on use value of member data and profiles, to identify shared goals, shared resources, and support networking between individuals, organizations, and campaigns;
- Identify potential gaps and opportunities for collaboration and coordination support through the [constellation model](#) for organizing;
- Establish an interactive visual representation of members, organizations, and initiatives, likely in the form of an interactive map;

Digital Collaboration and Education Tools

- Provide online tools that will enable individuals and members to realize connections and intersections between active goals and initiatives across the province;
- Provide webinars, high-quality video conferencing and other online skill sharing opportunities (possibly via at-home applications like sli.do)
- Data collected will be for our own coordinating and reporting purposes only

Summary of SCIC’s strategic direction as it relates to our digital needs over the next four years:

Distance Learning and Digital Collaboration

A challenge SCIC has faced is offering accessible capacity building opportunities to members given geographical challenges and time constraints. In the coming years, we will focus on incorporating technology, video capturing, online skill sharing, and high-quality video conferencing to enable more effective use of stakeholders’ time and resources, and to increase their capacity to collaborate and work together.

By facilitating **collaboration between current and potential members** SCIC will help diverse stakeholders illuminate shared goals and identify ways to work together as a means to support innovative solutions. At minimum, SCIC will use this database internally to identify potential areas for collaboration and engagement paths, and for team communication. We are also interested in exploring opportunities for a more public feature of the database where members can interact and explore these connections.

Relevant networking, skill, and capacity sharing system made accessible to members and stakeholders. SCIC seeks to make collaborating easier by developing online tools that will enable easy connections, points of overlapping interest, strategic skill and capacity sharing. SCIC will help with getting collaborative events and efforts off the ground and then support with promotion and other member services, including the development and launch of the Saskatchewan Civil Society Organization (CSO) Shared Capacity Network.

Overall, Phase 2 goals are to:

- Become more resilient by understanding where power in our network lies through examining relationships between our supporters, members, partners, and potential leads
- Adopt informed communications strategies that enable us to be effective by staying in tune with organic nature of our network
- Improve responsiveness to our network by understanding supporters and members' digital engagement with SCIC

Integrated Engagement Platform Wish List

The ideal platform will include a membership and contact database system and bulk email system, connected to a front-end website. It will also harness user-submitted data and member profiles to map our supporter network, and identify engagement paths.

SCIC is considering moving to Nation Builder, but are open to other platforms and strategies that will meet our strategic objectives to better support collaboration and cooperation of our members and broader network.

- **Technical considerations:** email platform integration (including implications for email host and provider, not just newsletter functions); website integration/migration; need support on custom coding contacts for import into database (i.e. nation) so that it accurately reflects relationships in SCIC's network; sustainable costs
- **Bulk email requirements:** custom mobile friendly email template (3 formats – newsletter, blast/update/media release, member-exclusive content)
- **Bulk email ideals:** integration with website to insert content/postings (i.e. events or news can be posted on website and content from posting embedded into email)
- **Features/Database requirements:** Clear Membership contact tracking (organizational and individual), member profiles;
- **Features/Database ideals:** user-submitted event capability; integrated event attendance tracking (i.e. with social media); Engagement/conversion paths for volunteers, donors, members, event attendees, etc.; integrated donations; memberships; volunteer management/group administration tools (more decentralized organizing capacity i.e. constellation model); campaigns capability

APPENDIX B

Internal Assessment of Current Website:

This assessment should not be taken as a definitive or specific list of changes needed, but rather a snapshot of some of the areas that we have noted as needing updating. It is our understanding that the vendor will be conducting its own analysis based on best practices. The successful vendor will be able to work in partnership to provide recommendations on the most effective layout, features, and messages that will funnel engagement in line with our stated objectives, mission and mandate.

General Notes:

The overall feel of the SCIC website is outdated and cluttered.

- The links and options from the homepage are do not offer clear direction.
- Too much information that people won't likely read.
- Improvements such as space utilization and font change can go a long way.
- The color scheme should stay the same (no need to rebrand) but select more vibrant similar colors and utilize them better

Home Page

- Decrease clutter. We should focus our major message on the purpose of the organization, directing users to the best way to get involved based on their interests/position (whether it be a campaign, an announcement, articles, membership, event, resource, etc.)
- More emphasis on the donate button, give it the full width of the page as the footer or somewhere on the page.
- Unclear to new users that E-Zine refers to a newsletter.

Social Links

Update these - drop Flickr, keep Facebook, and twitter. Consider plan to add LinkedIn and Instagram? (not currently being used by SCIC)

Website Navigation

- Simplify and decrease the number of pages/total website size
- Give the categories more purpose than just a single definition.

Graphics

- Move toward a more minimalist look, only professional photography on our site as much as possible.

APPENDIX C

Inventory of Current Communications Tools:

- 3 wordpress websites. 2 hosted at Canadian Web Hosting where our email server also exists. [Earthbeat.sk.ca (main website), LookDeeper.ca (campaign)] 1 hosted via GoDaddy [EthicalEats.ca(campaign)]
- Manual membership contact lists in google sheets and constant contact
- Constant contact email platform with ~3,000 contacts on multiple email lists: main newsletter (very popular), educators, members, board, limited regional specific lists, and media contacts. We currently use three main email newsletter formats:
 - Monthly newsletter of events, jobs, etc. ([here's an example to see](#))
 - Specific alert or call out ([big event promo](#), job posting, [news release](#), etc.)
 - Quarterly member-only update ([modification of monthly newsletter with some different categories](#) and content)
- Social Media Accounts [primarily Facebook and Twitter, but also YouTube and Flickr (archive mostly)]