

Service Employees International Union
Request for Proposal, SEIU.org content strategy

Project Goals

We're looking to reinvent and completely overhaul SEIU.org to align our main digital property with the mission of our union, so that it can better lift up the voices of workers, as well as drive our members and other activists visiting our website into action.

There's a general sense that our website's organization seems disconnected from the fact that the issues we're fighting for are interconnected. We want to tell **one** story about the challenges facing working people. There's currently no single content strategy within our union. Our departments, divisions and campaigns individually think about the website in terms of our own silos and not how our issues all connect together.

Moreover, we want to consider different types of content that could better advance our goals. We default towards blog posts, but more imaginative possibilities may result in more engagement and time spent on our website. Specifically, we're trying to get visitors to drill deeper into our website, as users currently tend to not read post after post. Overall, we want an experience for visitors that engages them and changes how they think about issues.

A successful content strategy at SEIU will only work with the buy-in of the entire organization. All content production comes out of different divisions and campaigns, not from one centralized team, and even within those teams from multiple people. We need a comprehensive approach that still advances individual goals.

Additionally, we're a fast-paced, constantly-evolving organization, and we need a content strategy that will, even years from now, reflect our mission.

Project Details

We are the Service Employees International Union, an organization of 2.1 million members united by the belief in the dignity and

worth of workers and the services they provide and dedicated to improving the lives of workers and their families and creating a more just and humane society. Where all workers are valued and all people are respected. Where all families and communities thrive. Where we leave a better and more equal world for generations to come.

We're about to embark on a largely in-house redesign of SEIU.org. We are looking for assistance in leading the content strategy discussions that are the beginning of this effort. It should include a comprehensive set of interviews, brainstorming and research that results in recommendations. The end goal is to have pragmatic resources that will be used by all of our teams to create content, and our in-house designer to wireframe and design it.

We're not looking for work associated with this RFP to include selecting a content management system, wireframing, designing or developing.

The project should result in recommendations for SEIU.org related to:

- the opportunities for growth we should focus on given the current website and audience usage;
- the types of content that should be produced and what that content should include, as well as what languages;
- the hierarchy and organization of content within the navigation, sitemap, and for different user flows;
- the organizational workflow and approval process for producing and approving content;
- site and page-level content guidelines;
- current content that is unnecessary or redundant;
- benchmarks for judging the success of a content strategy post-redesign.

This project should begin by the end of March.

Audience

The main audience for SEIU.org is currently made of activists, including both members of our Locals and even non-union workers,

potentially interested in taking action on issues important to working people. Because of our mission-focused nature, those interested in taking these action should be our first priority in terms of creating an engaging experience and we're looking for additional opportunities to draw more of these types of visitors.

The current audience likely skews slightly older than the online population, generally, and often connects through mobile phones given that may be the only way while at work -- think janitors, nurses, etc. Also importantly, much of our website traffic comes from Facebook, so the friends of these activists are also part of our key audience.

Additionally, reporters and key influential audiences such as Congressional offices or other advocacy organizations are a secondary audience for whom we need to provide resources.

Geographically, the current audience is almost entirely in the United States, spread from coast to coast, with only very small audiences in Canada and Puerto Rico.

Project Management

SEIU is a large organization and interviews will need to be conducted throughout. The core redesign team is the Senior Communications Team of eight people plus our lead designer/developer. The lead designer/developer should be embedded deeply into the content strategy discussions.

The campaign leads within each of the three Divisions, as well as their communications staff, should be very involved in this process. So, too, should the campaign leads and communications staff associated with our non-Division work, specifically our Fight for a Fair Economy campaign (including the fast food and other organizing work) and our member leaders program.

It will be important for the perspective of our union's leadership to be reflected in the final project as the website is the main face of SEIU to the outside world.

Moreover, interviews should be conducted with our photo and video teams, our recruiter, and possibly IT.

Vendor Information

SEIU's senior communications team will review the bids to select a vendor whose services, availability, previous work, overall approach and cost has the most appeal to SEIU. We may elect to select at least two vendors for an in-person presentation. If required, the invitation will be extended within five days of the deadline.

Deadline and Contract Information

Responses to this RFP are due March 21, 2014 by close of business and should be sent to Michael.Link@seiu.org.

Proposals should include the following:

- Your methodology for implementing a content strategy analysis
- The deliverables that would be part of your approach, along with descriptions
- An estimate for how long you think each phase will take
- Examples of successfully completed projects of similar size and complexity
- A list of comparable non-profit clients or organizations that you have worked with and a description of your team's familiarity with advocacy and union work
- Two references, whom we may contact, with organization name, contact person, contract term, telephone number, address and a brief description of business done in the last year