Population Media Center
Website Project

Request for Proposals
March 31, 2014

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1. Short Project Description

Population Media Center (PMC) is looking to hire a vendor to build the infrastructure for a responsive website built in a CMS. We want to build the site infrastructure and then create two instances:

1. One branded and filled with PMC content (populationmedia.org)
2. One branded and filled with content for an upcoming campaign: Global Population Speak Out (populationspeakout.org)

PMC's website will become the primary source for audiences to understand who we are, what we do, and why our work is important. The Speak Out website will be the primary hub for an interactive campaign.

Our goal is to create a flexible, informative web site that serves us for many years and is easy to update. Utilizing the same design (populated with different visual and written assets) and technical infrastructure will allow PMC staff to easily update both sites. We have fabulous photos, audio clips, and videos. We are also interested in the possibility of connecting the website to a database of contacts or more complete CRM.

The main features of the two websites include:

- More intuitive navigation/information architecture (PMC is developing)
- Improved written content (PMC is developing)
- Improved graphical/user interface and responsive design (PMC would work with vendor on visuals, but vendor would do all development work)
- Better display of content within pages and content organization (PMC would work with vendor on specific functionalities /layouts, but vendor does development)
- Improved SEO (PMC – IA/content changes; vendor – CMS modifications)
- Intuitive CMS interface for staff with specific modifications, such as being able to edit meta data (vendor would help select CMS and then develop)
- Integration with Google Analytics (vendor would install appropriate GA code)

PMC will need to be trained regarding necessary ongoing technology updates or will need to contract for updates to make sure that the site stays secure (e.g. CMS updates, etc.). PMC would also like counseling on the large number of domains we own, hosting options, and setting up pointers.

Upon completion of the development of the site, PMC will assume full responsibility for web site content maintenance and administration, with the understanding that PMC may need to hire or be trained on the technology updates. All content, coding, and graphics will belong to PMC.

2. PMC Background and Website

Population Media Center (PMC) is a nonprofit, international, nongovernmental organization, which strives to improve the health and well-being of people around the world through the use of entertainment-education strategies, like serialized dramas on radio and television, in which characters evolve into role models for the audience for positive behavior change. Founded in 1998, PMC has over 15 years of field experience using the Sabido methodology of behavior change communications, impacting more than 50 countries around the world.

We envision a world where the number of people, and their diverse ways of life, are in harmony with earth's current naturally renewable resources. We envision a world where education and information has enhanced human health, human rights, environmental protection, and economic equality. These enhancements have empowered women, men, and children to make decisions that result in smaller, healthier families and has stabilized population at a level that can be sustained by current natural resources (instead of archival natural resources).

Our Mission
To collaborate with the mass media and other organizations worldwide to:
1. Bring about stabilization of human population numbers at a level that can be sustained by the world's natural resources
2. Lessen the harmful impact of humanity on the earth's environment

PMC Website (www.populationmedia.org)
The website is an opportunity to build brand identity and orient audiences to who we are, what we do, and why it's important. The website will be a tremendous resource internally and externally, allowing audiences to engage with our work in meaningful ways. It will provide easily navigable information about the issues we address, our work, our methodology, and our organization. It will be a key component of our integrated marketing strategy, supporting and integrating with all of our other print and electronic communication pieces.

3. Global Population Speak Out Background and Website

Building upon the jointly-administered Global Population Speak Out (Speak Out), Population Media Center (PMC) and Population Institute (PI) are building a 2015 campaign to distribute a powerful new book and raise awareness about human impact on the environment.

PMC and PI are designing Speak Out 2015 to be a high-impact book-distribution and public education campaign, granting free copies of the book *Overpopulation* to individuals and organizations that submit a short proposal of how the book can help them further their environmental message or reach more constituents. The book *Overpopulation* is a large-scale, photographic book that shows human impact on the environment.

Speak Out Website (www.populationspeakout.org)
The Speak Out website will be the hub of the campaign. It will tell the Speak Out story to people looking to get involved, it will be a repository of different campaign components, allowing download of campaign materials, and it will be repository of successes, showcasing people's use and dissemination of the book.

Because this campaign will involve the distribution of books, we would like people to be able to login to submit a short proposal to request books. We'd also like them to be able to upload photos, stories, and video demonstrating their use of the books. This information would tie into a database or CRM that would allow us to monitor participants to see how the books are being used, target strategic communications, and evaluate overall impact and dissemination. Some of this data we would want to display publicly, either manually or automatically. Other data would be for internal use to track partnerships and progress.

4. Project Objectives and Project Requirements

PMC is looking to contract for front-end and back-end web development. PMC would look to the vendor to provide guidance about the division of labor regarding design. PMC will provide the content.

Audience:
There are two audiences for this project:
1. PMC internal and external audiences who will use the websites, and
2. PMC staff who will update the websites.

Site Structure and Content:
In January of 2014, PMC began the process of reviewing PMC and Speak Out online content. For both sites, the information architecture will need to be restructured to be useful for our target audiences; the written content must be almost entirely redone; and information must be presented in ways in addition to text. We have begun the restructuring and rewriting process (but have made none of that work live), which we would be delighted to share and receive feedback. Once we have developed the new site architecture and content, we expect to manually migrate all of that content to the new sites, unless there is some way to automate the content migration.

Overall Site Graphic Design:
The overall site design would be the same across both sites, such as the overall specs outlining the grid system, navigation system, and header/footer positioning. Then, we would populate the two instances with separate branding and content (so that the process involves building one site and then splitting that into two instances).

1. PMC Branding
We have an existing logo and wordmark for PMC and are currently building PMC branding guidelines that will inform and be informed by this website redesign project. Elements included in our branding guidelines include voice, color palette, typography,

photography, and others. PMC also has a large collection of powerful photography that can be used throughout the site in numerous ways. We hope to integrate far more visual displays and cues for visitors, such as colors and/or icons for identification, etc. It will be important to refer to the branding guidelines to make sure that the photographic and illustrative elements support each other and create a cohesive impression.

2. Speak Out Branding
We have an existing logo and wordmark for Speak Out and want to maintain the progressively-branded feel that has recruited substantial numbers of world-class scientists, academicians, opinion-leaders, and thousands of lay environmentalists and concerned citizens in the past. We also have a large collection of powerful photography from the book that could be used throughout the site.

Page Content Graphic Design
We also want to make the page content more exciting than just a display of text within the overall site wrapper. As previously mentioned, for both sites we have large collections of photography. We also have multimedia for each site, including video clips, audio clips, and social media presences. We would also like elements that can be built as part of page templates or as features that can be inserted into pages, which could include things like carousels, charts, graphs, pull quotes, tables, and lightboxes.

PMC's Design Skills In-House
We do have a staff member who has designed brands and websites (www.nwcphp.org is one), but we would be open to suggestions about division of labor in designing this website. If PMC is responsible for the design, we would want to work closely with developers for a mobile-first approach to design, guidance about process, responsive best practices, and usability.

Functionality:
This is a list of functionalities to provide a sense of the types of things we are looking to do.

Website functionalities:
- Responsive design
- Search feature
- Carousel/slide shows
- Interactive map with pop-ups of photos and/or text (populationmedia.org/where)
- Data visualization (such as D3.js)
- Event calendar with downloadable information
- Forms (to sign-up to receive mailings or a contact form, etc.)
- Lightbox/Fancybox-type display of information
- Widgets, such as Facebook & Twitter feed
- Audio/video (maybe imbedded from YouTube?)
- Population counter (www.populationmedia.org)
- Fundraising ability (paypal or other system, preferably integrated into our site)
- Visitors upload photos and information to pages and/or interactive map
- Visitors take pledge, sign petitions
- Issuu or Issuu-like feature for online viewing of multi-page print pieces

- RSS feed
- Possibly a blog or forum/ability to comment
- PMC and Speak Out would also appreciate suggestions for any possible multi-lingual components, particularly content available in French

CMS functionalities
- Intuitive interface for editing and uploading new content
- Meta description editing/adding for each page
- Page or content-type templates
- Possibly a few landing pages that auto-populate with content from a collection of pages
- Member/User management (for user permissions and workflow)
- Monthly or regularly scheduled broken link checker

CRM functionalities
- Lead management to track potential partnerships
- Pipeline management to work through steps and provide next steps for action
- Allow partners to log-in and update us about their activities (partners update on how they did, what they did, etc.), track this information
- Track elements sent to individuals or downloaded by individuals
- Analytical abilities to query for types of people, activities, or communications
- Integration with contact information and email distribution
- Ability to analyze impact or reach

5. Project Budget

Our total budget for this project is $60,000. We have outlined different project components, so please itemize costs clearly in the response so we can evaluate the project with and without components and better compare proposals. We also expect the project to include phases, such as the following (example only, your process may differ), so you are welcome to itemize elements according to phase.

Possible phases:
1. Informative/learning
2. Design
3. Development
4. Testing
5. Training

In addition to the project as outlined, we also want you to provide us with information about the annual cost we would need to consider for help maintaining the technological integrity of the site (CMS updates, etc.) and any other maintenance you would see happening outside of PMC's internal resources.

6. Milestones and Deadlines

We would like to begin this project in April or May of 2014. We will put up a placeholder splash page for the Speak Out site in August of 2014 and would need to launch the Speak Out full site no later than November/December of 2014. We would like to launch the PMC site in August or September of 2014.

We recognize that the project is complex for a 4-6 month timeline. Please indicate in your proposal if components would be ready for launch at progressive dates or if everything would be completed by a single launch date. Working with the vendor, PMC would be responsible for creating all content and could assume the responsibility of populating that content (with proper training).

7. Vendor Selection Criteria

When selecting a vendor for this project, we will be evaluating candidates on the following criteria:
- Experience building responsive websites
- Experience building CMS interfaces that allow for use by non-technical staff
- Experience building strong online brand experiences
- Experience creating sites that have strong user interfaces
- Experience creating sites with varied presentation of content (text, visuals, audio, etc.)
- Experience organizing content in ways that are intuitive to the site visitor
- Experience with user testing and testing cross-browser, cross-platform
- Wholistic approach to an organization's web presence (e.g. insight into integrating social media platforms, campaign tracking mechanisms, web analytics insights, CRM, eCommunications integration, etc.)
- Ability to convey information and provide cross-training to PMC staff throughout the project and during an official training period

Our other considerations will be how well you explain your process, approach, and plan. Timeline and cost will also be important considerations. Please itemize your costs clearly in your response. Please provide relevant samples of your work. If the mission of your organization is in accordance with PMC's social mission, please share that information.

8. Contact Information and Deadline for Submission

Please direct all responses to this RFP and/or any questions to:

Missie Thurston
Population Media Center
802.985.8156 ext. 209
mthurston@populationmedia.org

We must have all proposals by no later than April 21, 2014 so we can make a decision to go with a specific vendor by April 28, 2014.

Appendix A: PMC Background

PMC is a nonprofit, international, nongovernmental organization, which strives to improve the health and well-being of people around the world with entertainment-education.

Issues We Address
PMC works to decrease population growth by providing education in four separate categories, all of which educate and empower people. We work to improve:
1. Human health
2. Human rights
3. Environmental preservation
4. Economic equality

To date, the emphasis of our work is in human health and human rights, such as reproductive health and women's empowerment and education.

Behavior Change Communications
PMC knows that strategic and audience-specific communications can result in behavior change. For PMC, entertainment-education has been our most powerful form of behavior change communications, particularly long-running radio serial dramas. We put "entertainment" first because we know it must be entertaining and emotional to inspire behavior change.

Our Methodology
We use the Sabido methodology to produce radio and TV soap operas around the world. The Sabido Method is a methodology for creating culturally-specific stories with "positive," "negative," and "transitional" characters to model behavior. Local teams of writers, producers, and actors create the program, and the range of characters and plot twists give audiences an entertaining way to absorb and discuss important social messages.

Whole Society Strategy
PMC's Whole Society Strategy combines print, television, radio, music, and new media to reinforce messages and reach more people and create a nation-wide or region-wide message and dissemination strategy. PMC has often included media capacity building, training journalists and broadcasters within the country, as part of the Whole Society Strategy.

Transmedia Storytelling
PMC also uses Transmedia Storytelling – the spreading of a narrative and character lives across multiple platforms – to allow audience members to be drawn further into the fictional world, interact with characters, and learn in different ways. This can be done through old and new media, such as producing a newspaper from the fictional setting or having fictional characters social media profiles.

Where We Work
PMC works all over the world, although we focus on areas with the highest need. To date, the continent on which we've done the most work is Africa, but we have also worked in Central and Latin America, North America, the Caribbean, and Asia.