



## Reproductive Health in Nursing

### Website RFP

#### Intro/Project Overview

We are RhN, Reproductive Health in Nursing, a new initiative dedicated to expanding access to quality sexual and reproductive healthcare, including abortion. We are introducing ourselves this year, and want a website as part of this effort. We are looking for an individual or team to help us create this virtual 'home' for our work and help generate excitement and engagement. Our budget for this new website is \$20,000.

#### Audience

Our primary target audience is nurses: clinical providers, educators, students, researchers, and policy-makers. We also want others who work in the reproductive health/justice/rights movements to visit and use our website. In the near term, we want a website that describes our goals and work, generates excitement, and offers opportunities for (limited) engagement. Ideally, the website will make the viewer want to return as we continue to populate the site.

#### Website Goals & Objectives

- Simple, easy-to-use website; professional look and feel
- Contact page
- Host 6 modestly interactive modules which currently live at: <http://provideaccess.org/nursingcurriculum/> and will be moving to our website.
- Mechanism for viewing and downloading other educational and training materials
- Page(s) that describe our activities, and how to get involved
- Links to other resources
- Integrates with our social media presence (Facebook, Twitter and Instagram)\*
- Optimized for various platforms including tablets and mobile phones\*

\* We are open to your suggestions/ideas about how we can best accomplish these.

#### Possible future features for our website:

- A blog function that will be updated on a regular basis. This feature may be rolled out after the first couple months of our website going live. Our social media will link to this blog.
- Posting of employment or other opportunities; ability to register and manage conference enrollments; events calendar; mechanism for making contributions/donations and/or possible e-commerce for downloading educational resources or ordering "swag."
- A way for users to interact through the site (In the past this might have been through a listserv or forum, but we are eager to incorporate other, more current approaches for this functionality)

- An interactive map where users can find more information about policies and scope of practice laws, etc. in their state. (See <http://www.rollingstone.com/feature/gun-control/map> for an example)
- Given the highly sensitive nature of many of our users' clinical work (abortion in particular), our website must be able to ensure users' security/privacy; we may eventually want to be using a secure server

### **Websites we like & why:**

1. Reproductive Health Access Project: <http://www.reproductiveaccess.org/>
  - Well-organized, user friendly, easy to navigate & download resources. In line with what we envision for our group.
2. Futures without Violence: <http://www.futureswithoutviolence.org>
  - Visually bold, clean, fairly easy to navigate. Though it contains a lot of information & topic is heavy, leaves user with a positive feeling
3. Alliance for Nurses for a Healthy Environment: <http://envirn.org>
  - Site itself is nothing special & seems underutilized, but does have some features we might be interested in (i.e. creating groups, blogs, etc.)
4. Bessie's Farm Goods: <http://www.bessiesfarmgoods.com/#story>
  - From a totally different world, but we love the lush look of this site!

### **Technical Requirements**

- Comfortable using HTML, CSS, and some Java Script. We welcome recommendations for hosting and CMS solutions. Our domain name is RhNursing.org.
- A way to track how users are finding our website--Google Analytics.
- We don't currently have an email database, but imagine using MailChimp or Constant Contact in the future. Website would need to integrate with service we choose to use.

### **Budget Details**

Our budget for the website is \$20,000. Due to our funding cycle, we must bill for this website development before our fiscal year-end on July 1, 2016. We are happy to discuss flexible payment options that will allow us to add additional features and functionality in our next fiscal year.

### **Proposal Requirements:**

Please submit a PDF document (no more than 10 pages please!) with the following items:

- A description of you and your team members & your experience developing websites
- A design portfolio of 5 websites you/your team has built
- A sample schedule
- List of deliverables
- Your plan for image use, mobile optimized, SEO, and ongoing maintenance
- Brief user training (webinar) for our staff who will be updating/maintaining site
- Expenses including domain fees, hosting fees, plugin licenses, stock images, maintenance fees, etc.

- Estimated cost for the deliverable outlined above and payment terms

**Project Timeline Details:**

RFP posted: April 11, 2016

Proposals due: May 20, 2016

Decision made: June 1, 2016

Site launch: August 1, 2016