



The David Brower Center

**Request for Proposals
July 2016**

DAVID BROWER CENTER

2150 ALLSTON WAY, SUITE 100
BERKELEY, CALIFORNIA 94704

July 28, 2015

To Whom It May Concern:

The David Brower Center invites proposals for website design.

The David Brower Center, a 501 (c) (3) organization, is dedicated to inspiring and nurturing current and future generations of activists, with the goal of making sustainable thinking and practices mainstream. The Brower Center accomplishes its mission through a distinctive combination of permanent infrastructure and ongoing public programs, providing a holistic support system to help established and emerging advocates thrive. The Center is a building with a brain, one of the greenest, most energy efficient in the Bay Area, and home to a contemporary art gallery, theater, conference center, and resident organizations working on sustainability. The combination of these resources with a suite of public, educational programs make the Brower Center a unique civic institution that brings together nonprofit organizations, social entrepreneurs, artists, activists, and the general public to engage in creative dialogue and action.

Our organization seeks to re-design our website with the goals of a) having a more manageable back-end, b) providing a clear and succinct marketing platform for our gallery exhibitions and public programs, conference center, and rentals, and c) communicating our mission, vision and fundraising needs more clearly. More information about this can be found in the following pages, along with details regarding budget and selection criteria. Please submit your completed proposal no later than [due date + time]. We welcome your clarifying questions; please email leora@browercenter.org to inquire about this RFP in advance of the proposal deadline.

Thank you for your consideration, and we look forward to reviewing your submission.

Sincerely,

Leora Fridman
Community Engagement Specialist

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About the David Brower Center

Named for the man many consider the father of the modern environmental movement, the David Brower Center was founded on the idea that when diverse people engage, dream, and work together, they are more effective at finding solutions to today's most pressing environmental and social problems.

Thus situated, the Center's mission is to inspire and nurture current and future generations of activists, with the goal of making sustainable thinking and practices mainstream. Working at the intersection of art, environment, and social justice, the Brower Center's vision is fundamentally optimistic. It is based on the belief that when equipped with knowledge, a supportive community, and the tools to act, more people will be inspired to participate in creating a more just and healthy world.

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The Brower Center's activities are grounded in three commitments:

- **Inform** the public about the environmental challenges we face and the bold actions we must take if ours is to remain a living planet;
- **Inspire** people to recognize their own power and responsibility to act on behalf of the Earth; and
- **Connect** individuals and organizations dedicated to social equity and ecological sustainability.

The Brower Center fulfills these commitments through its three core programs:

- **Art and Education**, which pairs three museum-quality exhibitions with 20-25 public programs annually, serving to educate audiences about a wide range of environmental issues and foster a more engaged citizenry;
- **Resident Organizations**, which allows the Center to house over 30 nonprofits and social enterprises, as well as to provide capacity building and networking opportunities; and

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- **Conference Center**, which hosts over 300 events every year for a mix of nonprofits and private businesses, and strengthens the green event industry by requiring clients to abide by low-waste, green principles as a part of all rental contracts.

Together, these programs bring over 30,000 people into the Center each year and draw a wide variety of professionals, activists, and artists to participate in shaping our society.

Project Summary

Currently, the David Brower Center's website has several shortcomings. These include:

- It is difficult for people to find the information they need and information is replicated many times in many places.
- The design itself is outdated and not mobile-ready.
- The Drupal back-end is complicated and buggy, and difficult for staff members without technical expertise to use.
- The website doesn't cleanly and accurately convey the mission, branding and actions of the center.
- Our private tenant portal, currently integrated with our current website, could be simpler to navigate and potentially located on a different platform optimized for that purpose.

In order to better serve our stakeholders, we have elected to update our website in 2016. In addition to the ways we currently use our website, we also want our new website to:

- Be much more streamlined in the way it organizes information
- Be mobile-ready
- Have a back end that is easy to edit and customize
- Reflect our current, updated visual branding in a way that is eye-catching and modern
- Integrate with Eventbrite, Mailchimp, 4aGoodCause and Salesforce

The target completion date for this project is June 2016.

Budget

The anticipated budget for this project is \$10,000-20,000, which should include, at minimum:

- Vendor contract
- Staff time
- Promotion costs
- Launch-related expenses
- Startup costs

As a small nonprofit with a limited budget, we will give additional consideration to proposals that are less expensive.

Selection Criteria

During the review process, we will focus on the following areas, which are considered as pivotal to the success of the project and your company's partnership with the David Brower Center.

- Understanding of project goals as demonstrated in proposal
- Client testimonials / previous design work
- Design capabilities
- Familiarity with nonprofit sector
- Cost

Proposal Requirements

A completed proposal should include the following documentation. Only complete proposals will be considered.

- Cover letter
- Company overview
- Executive summary
- Detailed proposal
- Cost inventory
- Proposed timeline
- Other documentation

Completed proposals should be submitted as .doc or .pdf files to leora@browercenter.org.

Timeline for Proposal Process

Timeline for proposal process:

- Submission deadline: September 28, 2015
- Submission review: October-November 2015
- Applicants notified: December 2015

Contact Information

Questions regarding this request for proposal and any information outlined herein should be directed to:

Leora Fridman
Community Engagement Specialist
leora@browercenter.org
510-809-0900 ext.154