



## **Request for Proposal (RFP)**

### **Website Re-Design**

Date Issued: June 24, 2015

Proposal must be submitted to:

Taif Jany

Program Associate

Education for Peace in Iraq Center

900 2<sup>nd</sup> Street NW, Suite 216

Washington, D.C. 20002

[taif@epic-usa.org](mailto:taif@epic-usa.org)

## I. **About EPIC**

Founded in 1998 by U.S. veterans and humanitarian advocates, EPIC is an independent, impartial 501(c)3 charitable organization that seeks to promote peace and empower young people in Iraq and Iraqi Kurdistan.

EPIC is a dynamic, mission driven organization with an office of two full-time staff based in Washington, DC. We run projects “on the ground” in Iraq to empower the youth of Iraq and assist vulnerable populations, especially those affected by war. EPIC is also engaged in research and humanitarian advocacy in Washington, and works to encourage the U.S. government to invest in a long-term strategy for peace and development in Iraq and the region.

Our projects include **Soccer Salam**, an emergency response campaign to deliver humanitarian assistance and soccer balls to displaced Iraqi children and their families; **TentEd**, a rapid impact project designed to support the educational needs of refugee and displaced children in Iraq; and the **Iraq and Security Humanitarian Monitor (ISHM)**, a weekly report that uses Arabic and Kurdish news sources and aid agency reports to track security and political developments in Iraq through a humanitarian lens.

## II. **Statement of Intent**

This Request for Proposals (RFP) seeks submissions of proposals from all interested proposers to provide:

- a. Primarily: web design, development and content migration
- b. Secondly: maintenance and minimal support services
- c. Optional: website hosting.

## III. **Project Objectives**

The main objectives of the new site is to generate more donations, help visitors better understand and engage with EPIC’s mission, and build and excite a community of supporters.

Strategic Objectives:

- a. Optimize website to generate more donations

- b. Help visitors easily understand EPIC’s mission and learn about our work
- c. Build a community of supporters by delivering EPIC-generated content concisely and clearly. This content includes a blog, podcast, and other ongoing projects. See notes below on “audience” in Section VII.

Other Objectives:

- d. Increase traffic
- e. Increase visitor engagement through architecture, design, and other features such as social media integration
- f. Keep site up and working with quick and easy fixes, and easy to update with fresh content
- g. Complete a seamless integration with EPIC’s new CRM system for tracking donations, donors & other supporters.

**IV. Schedule**

<b>Milestones</b>	<b>Target Dates</b>
RFP Release Date	June 24, 2015
Deadline for Questions	July 10, 2015 (5:00pm EST)
Deadline for Proposal Submission	July 15, 2015 (5:00pm EST)
Proposal Award Date	July 27, 2015
Contract Completion & Project Kickoff	August 03, 2015
Launch Date	September 30, 2015

**V. Budget and Scope**

As EPIC is a small organization, we operate on a limited budget for this project. The total budget allocated for this project is a range from \$4,000 to \$7,000. Cost will be a major factor in vendor selection, and ability to come in at the low end of our range will be an advantage to any bidder.

However, we have allocated a *range* because we are, in fact, truly willing to consider proposals at the high end of our range if they are significantly stronger than others.

We are willing to consider proposals below our range, but do not anticipate that the project can be executed well below that number. We are *not* willing to consider any proposal with a total cost above the high end of our range.

The scope of the project that this budget covers is outlined in bullet (a) in Section II: Statement of Intent. That is, web design, development, and content migration. Costs for all of these services must remain within our allotted budget. Any optional services for ongoing costs (i.e. for hosting or maintenance) can be considered separately from our budget.

## **VI. EPIC's current website**

### *Current Challenges:*

- Donating experience not very user friendly
- Website looks and feels old
- Difficult Salsalabs backend
- Text-heavy pages

### *Current Assets:*

- Impactful projects
- Powerful photography and ability to generate more photos from Iraq
- Close connections with Iraq-based organizations, civil society leaders, and young people
- Long track-record of focused Iraq advocacy and projects
- Increasing visibility through new projects
- Active volunteers and partners

### *Current Technology Stack:*

Wordpress, Salsalabs, and Google Analytics

Our current website is built through WordPress and hosted by WP Engine. We are looking to move away from our website's current design because it is not generating enough donations, and not retaining visitors' attention.

Our “Donate” and “Join” pages are both handled by Salsalabs, which tends not to provide the easiest and most convenient user experience. EPIC is in the process of considering migration to a new CRM system for managing & tracking donor & donation data. This would completely replace Salsalabs. We are open to suggestions and recommendations on CRM systems.

Our website metrics are measured by Google Analytics through which we track who visits our site, session durations, interaction with our social media platforms, etc.

## VII. **End-State Vision**

We are open to a wide range of end-state visions as long as they will accomplish the objectives outlined in section III. Additionally, we do have a few “necessary principles” for the design & organization of the site. We also have a small number of functional requirements. Successful proposals will conform to these principals and functional requirements.

### *Necessary Principles*

- a. Clean, clear, easy, & satisfying donor experience
- b. Less text, more images & multimedia
- c. Simple & clear navigation
- d. A clean, visually compelling home page that *quickly* conveys to the user what EPIC’s mission is, and what EPIC does.

### *Functional Requirements:*

- a. Site must work seamlessly with secure donate pages that can communicate directly with EPIC’s CRM system (must feed basic donation & donor data).
- b. Site must be able to handle multimedia (video) with high performance.
- c. Must be able to easily track a wide range of web metrics. We currently do this through Google Analytics.
- d. Easy for our current 2-person team to maintain without requiring significant investment of time.

Beyond these principles and requirements, however, we are open to any proposals. We have listed some additional functionality & services that are not required, but in which we have a particular interest.

*Additional Functionality & Services of Interest:*

- a. Continue using WordPress or switching to a new platform if preferred by developers and it meets our requirements
- b. New donation processing gateway (i.e., replace Salsalabs)
- c. New tools to improve our website's interaction with social media
- d. EPIC is contemplating replacing Salsalabs for CRM (donor tracking) needs. We are interested in doing content migration as part of this project. The scope of this content migration will be minor: basic donor & donation data is all that is included.

*Target Audiences:*

EPIC has a range of important target audiences. We will work very closely with the vendor from the outset of the project's design phase to map audiences to content so that the site's design flows from our intended outreach. As a general guideline for responses, however, our primary target audiences are:

- a. Globally-engaged young people (e.g. college students)
- b. Humanitarians
- c. U.S. veterans, service members, and military families
- d. Faith communities and faith-based philanthropic organizations
- e. The Iraqi Diaspora and Iraqi youth and civil society leaders in Iraq
- f. Journalists, researchers, foreign service officers, security contractors, and others engaged on Iraq

**VIII. Evaluation Criteria**

- a. Cost of Proposal: EPIC is a small non-profit, so cost will be a primary consideration.
- b. Proposed approach, including clarity of understanding of the scope of services to be provided and appropriateness of the solution/services to accomplishing the objectives mentioned in section III

- c. Conformity to the Necessary Principles and Functional Requirements listed above
- d. Beauty & user-centricity of design proposals
- e. Capability, capacity and professional experience
- f. Knowledge and experience in non-profit arena
- g. History of successfully managing other contracts with public or private agencies
- h. Ability to meet required timelines or other deadlines
- i. References

## IX. **Proposal Submission Instructions**

Questions regarding the RFP are due by July 10, 2015. Please direct these questions to EPIC's Program Associate, Taif Jany, at [taif@epic-usa.org](mailto:taif@epic-usa.org).

All proposals must be submitted by email as pdf attachments no later than July 15, 2015. Proposals must be emailed to [taif@epic-usa.org](mailto:taif@epic-usa.org). Please begin the subject line of this email in all capital letters with the words: "EPIC WEB PROPOSAL:", followed by whatever text you would like.

**Required Proposal Elements:** In order to be considered, all proposals must provide EPIC with the following content, if available:

- a. Please submit proposal with an outline of cost and a plan for meeting the timeline outlined above. Project cost shall exclude cost of hosting, ongoing maintenance, third-party tools and services, etc. Please include pricing for such in a separate line item
- b. Company Name, address, and website
- c. An executive summary: Why are you the best candidate for this project?
- d. Contact person full name, email, and phone number
- e. Name(s), role(s), bio(s) (if available) of key member(s) of the build team, along with CV/Resumes.
- f. Examples of recent websites in portfolio
- g. References (clients we have permission to call)
  - i. Company or organization's name

- ii. Services provided with a link to this work, if public access is available
- iii. Year of project completion
- iv. Name of contact person
- v. Phone of contact person
- h. Demonstrate capabilities to:
  - i. Create a website that can integrate with CRM in order to pass donor & donation data to CRM system.

**Optional Proposal Elements:**

- a. We welcome an informal letter of intent to bid including your company's name, contact person name, phone number and email address upon initial review of this RFP
- b. Examples of non-profit websites in portfolio, if any (not required)
- c. Using Styletiles ([www.styletile.es](http://www.styletile.es)) or mockup page for the new design of our website and/or homepage, optional.

Once the project is awarded, vendor will be expected to conclude a contract and Statement of Work with EPIC.

Thank you for your interest. We look forward to hearing from you.