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www.girlscoutsofwesternohio.org



WEBSITE CONTENT PROJECT

REQUEST FOR PROPOSALS

PROJECT DESCRIPTION

Girl Scouts of Western Ohio is preparing to implement a new volunteer management system that includes the use of CRM software (Salesforce), updating our current website and transitioning platforms from SharePoint to Adobe Content Manager. The new site is hosted by our national office, Girl Scouts of the USA (GSUSA), with both GSUSA and Girl Scouts of Western Ohio as content contributors. This new volunteer management system, including the new website, will provide volunteers, parents and girls easy access to program participation and activities in their local communities.

The company or individual awarded this project will be responsible for adapting and updating the current website content, assisting and supporting GSUSA with content migration to the new site. They will write, edit and proofread all content and manage the transition timeline. This company or individual will work closely with the GSUSA technical team as well as the Girl Scouts of Western Ohio information manager and program, business, recruitment and marketing staffs so strong communication skills are necessary.

BUDGET

Girl Scouts of Western Ohio is ready to begin this work immediately. Selection criteria include consideration that projected costs are reasonable in relation to the project design and consistent with previous work of web content consultants.

TERMS AND CONDITIONS

- Proposals should be received by July 30, 2014.
- Please email proposals to marciadowds@girlscoutsofwesternohio.org
- All proposals must use the proposal format outlined in this RFP.
- Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

GIRL SCOUTS OF WESTERN OHIO BACKGROUND

Girl Scouts of Western Ohio, one of the largest in the USA, serves nearly 45,000 girls in a 32-county area throughout western Ohio and southeast Indiana. More than 12,000 trained volunteers work to provide services and deliver the Girl Scout Leadership Experience to girls. Four regional Girl Scout Centers are located in Cincinnati, Dayton, Lima, and Toledo. Our council is rich with history, including that in 1917 the first Girl Scout Charter in the United States was issued to the Toledo Girl Scout Council.

The Girl Scouts do more than sell cookies, go camping, and make crafts. Girl Scouts is the world's most successful organization dedicated to creating girl leaders, with 3.2 million active members and more than 59 million alumnae. Since its inception in 1912, women have explored new fields of knowledge, learned valuable skills, and developed strong core values through Girl Scouting. The Girl Scout organization has shaped the lives of the majority of female senior executives and business owners, two-thirds of women in Congress, and virtually every female astronaut.

Girl Scouts has built its success on a commitment to timeless values and building girls of courage, confidence, and character, who make the world a better place. In Girl Scouts, girls learn practical skills, gain self-knowledge and self-confidence, make friends, and gain experience working as part of a team and, often, as leaders. Girls are exposed to a diversity of people, ideas, and environments. All of this is true across generations of women, as it is for girls today.

www.girlscoutsofwesternohio.org

AUDIENCE

Our website audience includes the general public as well as current Girl Scouts of Western Ohio members (girls/parents and adult volunteers). The website provides information to the general public regarding our organization, offers an opportunity for the public to become members, make donations, or volunteer. The website also supports our main stakeholders (parents/volunteers) by providing critical access to program information. The website is our primary source for new member sign-up for both girls and adults.

SITE SPECIFICATIONS

- All content must follow GSUSA branding policies. Content provided by GSUSA may not be altered. GSUSA will provide the wire frames for the new website.
- This is a redesign of the current website (www.girlscoutsofwesternohio.org), transitioning from SharePoint to Adobe Content Manager. (The current site is built in ASP and NT is the hosting format.)
- Existing pages from current website will need to be transferred to the new site; however, not all pages/content will be transferred.
- Technical setup and migration will be handled by GSUSA technical staff.

STAFF RESOURCES

The company or individual selected will be supported by Girl Scouts of Western Ohio staff including the Director of Development and Communication and the Director of Business Services. Additional staff support includes the, Information Manager and current website administrator. All proposals will be reviewed by these staff members as well as the CEO and CSO of Girl Scouts of Western Ohio.

IT Support for Girl Scouts of Western Ohio is provided by an outside consultant; the company or individual selected can expect to work with representatives from this group as well as GSUSA staff.

PROPOSED TIMELINE

- RFP Release – July 16, 2014
- Proposals due – July 30, 2014
- Proposal award date – August 8, 2014
- Initial content meetings with staff – August 13, 2014
- Drop dead date – September 30, 2014 (no new content/concepts/functionality added)
- Beta launch of site – October 30, 2014
- Proposed site launch – November 30, 2014

FORMAT FOR PROPOSALS

1. Executive Summary

2. Technical Volume

- a. Web content development process: explain the process you will follow, including major milestones and evaluation

3. Management Volume

- a. Organizational structure: communication process; including lines of reporting and any special tools used.
- b. Schedule of deliverables; include major milestones and testing proposal.

4. Budget Volume

- a. Break down cost by production hours, tools and functionalities
- b. Training and Style Guide: identify costs to train our staff and provide a style guide.
- c. Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.

5. Attachments

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- b. Biographies of all who will work on account
- c. Professional references