



Request for Proposals: Innovations for Poverty Action (IPA) Website

Innovations for Poverty Action (IPA) is seeking a qualified vendor to implement an overhaul of our existing website. If you are interested in responding to this Request for Proposals, please provide your written proposal to Heidi McAnnally-Linz (hlinz@poverty-action.org) as a PDF file with the subject line "IPA Website Proposal" **before 5:00PM EST on Friday August 1, 2014.**

About the Client

Mission

To discover and promote effective solutions to global poverty problems.

Vision

More evidence, less poverty

About Us

In close partnership with decisionmakers -- the policymakers, practitioners, investors, and donors working with the poor around the world -- we design and evaluate potential solutions to global poverty problems using randomized evaluations, the most rigorous evaluation method available. We also mobilize and support these decisionmakers to use these solutions to build better programs and policies at scale. Since our founding in 2002, the results of our research have improved the lives of over 50 million people around the world.

In collaboration with over 250 leading academics and implementing organizations, we have results from over 175 completed studies with over 225 in progress around the world. Our studies cover solutions for effective agriculture, education, health, finance, governance, social protection, and post-conflict recovery. We have over 1,000 colleagues in 11 permanent offices supporting 16 countries, where we conduct research and routinely consult with governments, foundations, NGOs, and others to present evidence that can inform their work. For more information, visit www.poverty-action.org.

Our Audiences

1. Global decisionmakers (government officials, policymakers, nonprofit organization staff, etc): these users are typically highly educated locals in developing world capital cities. They need to find information on the most effective programs, how to partner with us, and what we have learned in



their country, region, or sector of interest. They also need to easily reach our staff around the world.

2. Our “public” supporters – IPA’s individual donors and supporters typically have high levels of education, reside in the economic and intellectual centers of the US, desire to use their influence to make a difference in the world, have an interest in seeing and understanding the impact of poverty alleviation programs, and have some experience traveling globally. They need information about our work that is easily digestible.
3. Our funders – IPA’s institutional donors are also very savvy. They work for places like the Gates Foundation, 3ieimpact, the Hewlett Foundation, and the World Bank. They understand the challenges that the poor face and that decisionmakers face in creating programs and they want to know how IPA can help move evidence on what works to effective programs around the world. They want to easily find detailed information on our programs and our plans.
4. Our researchers – IPA researchers are both our partners and our clients. They need to find information on their work (and their peer’s work) and be clearly highlighted on our website.

Our Team

- Heidi McAnnally-Linz, Manager, Communications and Development (Project and Content Lead)
- David Batcheck, Sr. Communications and Design Associate (Design Lead)
- Anthony De Luca, Director of IT (IT)

Our Team will

- Provide all visual design elements and content for the website.
- Partner very closely with web developer through the design, discovery, and usability testing phases.
- Provide timely responses to drafts and proposals by the vendor.

Site Requirements

1. Site built on Drupal 7 or Drupal 8 (depending on Drupal 8 release). If 7, upgradable to 8.
2. A site that loads quickly, even in slow-internet contexts in the developing world and that is available 99.99% of the time. A standard page should load in under 2 seconds on a broadband connection and a mobile-site page under 5 seconds.
3. Site with easy-to-use blog that is integrated with a clear way for subscribers to sign up on an RSS feed to receive posts via email.
4. Site viewable easily on mobile devices.
5. Ability to create HTML PDFs of certain pages.
6. Site should be search engine friendly without staff maintenance required.



7. Site donation page should be integrated with our Salesforce platform and some affordable secure credit card platform.
8. The site should have accurate search capability within the site.
9. The site should have an easy-to-use map creation tool so that a quick map can be produced by specifying taxonomies, for example.
10. Content should integrate wherever possible with our Salesforce platform.¹
11. Specified content from current Drupal site transferred to new site.
12. Site meets standard, universal usability requirements.
13. Near identical look across platforms and browsers. Should be compatible with Firefox v22+, Chrome, Safari, Internet Explorer 8-10. Working buttons, links, and interactive elements across browsers.
14. Simple webforms that push content to IPA's Salesforce database.
15. Potentially, the ability to have French and Spanish versions of the website.

Vendor Requirements

1. A firm with extensive experience with Drupal.
2. A firm willing to collaborate closely on the project with an in-house graphic designer with strong technical and website skills.
3. A firm able to attend occasional in person meetings in New Haven, CT.

Site Goals

1. Present our content in a clean, well-organized manner (see examples of what we like [here](#)).
2. Build a site that is consistent with our established brand standards (see examples of publications [here](#) and [here](#)).
3. Easy for program staff to create, update, and share new content in visually appealing ways.
4. Bring the message of where we are going on our website in line with our [strategic plan](#).
5. Improve the donation process, including more streamlined integration with Salesforce.

Pages, Content Types, Taxonomies, and Views

The information we want to present is extremely interconnected – a relational database is essential to ensuring the website is easy to navigate, and we know Drupal has this ability. Each content type will have many taxonomies that will allow us to easily build and edit views and connect related data.

¹ Note: We have in house expertise in Salesforce as well as a Salesforce developer, so Salesforce expertise is not required. Ability and willingness to work collaboratively on integration with the site with the Salesforce developer is required.



Main pages

This is a list of what is needed in a main navigation, but it is not yet a precise layout or refined language, nor is it a completely exhaustive list.

1. Homepage
2. Who we are
3. Our programs
 - a. Sectors (also taxonomies on all content types)
 - b. Countries and regions (also taxonomies on all content types)
 - c. Initiatives (also taxonomies on all content types)
4. Our impact (or something similar)
5. Get Involved
 - a. Jobs
 - b. Partner
 - c. Research
6. Donate

Content types

All content types will be interconnected (ie from studies, you will be able to select related publications and from people you will be able to select related news and so on). All content types will also have all taxonomies. This list is representative but not exhaustive.

1. Studies
2. Publications
 - a. Book
 - b. Published paper
 - c. Working paper
 - d. Policy brief
3. People
 - a. Researcher
 - i. Standard
 - ii. Featured
 - b. Staff
 - i. Senior leadership
 - ii. Management
 - iii. Staff
 - c. Board (board and staff also need to be able to be researchers)



4. News
5. Blog
6. Jobs
7. Events

Taxonomies

Each grouping will have multiple taxonomies. For example, there will be over 50 countries, ten sectors, ten initiatives, 40 research agendas etc. Each content type will have all taxonomies available. Again this list is representative but not exhaustive.

1. Countries
2. Regions (could be automatically assigned from countries)
3. Sectors
4. Initiatives
5. Research Agendas

Views

In addition to standard view configuration, all views related to locations will include a map component. Again this list is representative, but not exhaustive.

1. Study (one type of view for single studies, which will include transfer of information of approximately 300 records from the old site)
2. Publication (one view for each type of publication, plus one "entry" page for publications including a search tool)
3. Jobs (one view for the jobs content type plus one view for an entry page as above in main pages)
4. Sectors (one view for sectors, plus one view for an entry page as above in main pages)
5. Research agendas (one view for single research agendas plus one view for an entry page as above in main pages)
6. Countries (one view for single country plus one view for an entry page as above in main pages)
7. Regions (one view for single region plus one view for an entry page as above in main pages)
8. Initiatives (one view for a single initiative plus one view for an entry page as above main pages)
9. People (one view per people type plus an entry page per people type)
10. News (one view for news and one entry page as above in main pages)
11. Events (one view for single events plus a calendar view that is customizable for the user based on taxonomy interests)
12. Plain pages: we need to be able to create clean one-off pages very easily. One or two view types for very basic pages will be required



Timeline

Note that the timeline is very dependent on the speed of reviews and approvals.

Phase 1: The discovery phase has already begun, and by the time this RFP is completed (August 1, 2014), the IPA team will be ready with drafts of content organization and content migration plans.

Phase 2: From August 1-October 31, 2014, the website development team and the IPA team will work together on the site construction, wire frames, graphic design, content type creation, and project management and will refine content migration plans as needed.

Phase 3: From November 1-December 31, 2014, the website development team will work on the technical components defined collaboratively in Phase 2 (such as view creation, data migration from current site, and various integrations) with minimal input from the IPA team outside of approvals and any needed materials or editing.

Phase 4: From January 1-February 30, 2015, the IPA team will work with the technical team to revise functionality, edit any visual elements, and ensure testing and content editing.

Phase 5: From March 1-15, 2015, this phase will be for testing and final content edits.

Launch: March 15, 2015

Written proposal

Please provide a written proposal with the subject line “IPA Website Proposal” before 5:00PM EST on Friday, August 1, 2014 to Heidi McAnnally-Linz (hlinz@poverty-action.org) as a PDF file. Each cost estimate should include costs by phase, including deliverables for each billable phase.

Any other costs, such as training and an hourly rate for additional out-of-scope work, should also be included.

Proposals will be reviewed immediately. All questions must be submitted in writing via email to Heidi McAnnally-Linz (hlinz@poverty-action.org).