



Request for Proposals

ABOUT COLLEGESPRING

CollegeSpring, a nonprofit, partners with schools and community organizations to help high-school students from low-income backgrounds boost their SAT scores, tackle the college admissions and financial aid processes, and confidently pursue college degrees. CollegeSpring has served over 2,700 students since 2008, and is poised to grow significantly within the next few years.

THE PROJECTS

These projects may be bid on separately or as one proposal.

- **Annual Report**

CollegeSpring seeks proposals for the creation of our first annual report. Bids must be received by Monday, December 3. We hope to choose a vendor by mid-December and to complete the report around the end of January. See below for details.

- **Website Redesign**

CollegeSpring seeks proposals for a website redesign. Bids must be received by Monday, December 3. We hope to choose a vendor by mid-December and to complete the project near the end of February. See below for details.

TO SUBMIT A PROPOSAL

Email meg@collegespring.org with the following information:

- Your qualifications and how the project(s) would be carried out
- An estimate of fees to be charged and expenses to be incurred
- Examples of past work, preferably on similar projects for similar clients
- Names, phone numbers, and contact people at three nonprofit organizations who have been your clients during the past 18 months, and whom we can call as references

Please direct any questions to Meg Duff, Communications and Data Manager, at meg@collegespring.org.



CollegeSpring
POTENTIAL MADE POSSIBLE

ANNUAL REPORT

Purpose

The Annual Report will convey key program elements to potential donors and partners, sum up this year's achievements for current donors and partners, demonstrate impact through both numbers and stories, highlight the photos and stories of successful CollegeSpring students, and provide a strong visual and messaging foundation for other new collateral.

Deliverables

A compelling eight to twelve page Annual Report. The report should be primarily designed for print and an electronic version should be made available.

Design elements that can be expanded beyond this report. Development of colors, fonts, and other design elements that convey CollegeSpring's core brand propositions.

Preferences

Message Refinement

- Provide support in refining our message and text to best connect with our constituents and to best fit the annual report format.

Design/Layout

- Create an engaging layout that imparts information well and creates an emotional connection with readers.
- Lay out text such that it is easy to skim and draws the reader in.
- Develop and include visual elements (fonts, colors, other design elements) that convey CollegeSpring's core brand values. We would like this project to provide us with compelling visual elements that we can use in other publications moving forward.

Photo/Graphs

- Include a good mix of compelling photos (provided by CollegeSpring) and custom charts/graphs describing our financial information, impact, and demographics.

Production

- Explain print options and coordinate printing.



WEBSITE REDESIGN

Purpose

CollegeSpring is expanding. We need a website that reflects our position as California's premier provider of SAT preparation and college-readiness instruction for low-income students. The website should:

- Convey our position as the leader in our space and build excitement about our work.
- Convey key program elements, impact, and recent achievements to multiple audiences.
- Increase our ability to advertise multiple positions and achievements simultaneously on our homepage and throughout the site.
- Showcase CollegeSpring's desirability as a workplace to potential staff.
- Provide visitors with an engaging and painless user experience.
- Grow easily with CollegeSpring as we expand; be easy for staff to update.

Audiences

CollegeSpring's website must appeal to several distinct audiences: school and nonprofit partners, individual donors and foundations, seasonal staff (including both undergraduates and professional teachers), potential full-time staff, and participating students.

Deliverables

New look, layout, and functionality for CollegeSpring's website (www.collegespring.org). Design that captures our brand persona and enhances our visual brand.

Preferences

Design

- Integrate design with basic colors, fonts, design elements already in use by CollegeSpring, and expands on these to continue solidifying CollegeSpring's visual brand.

Layout

- Create layout that makes good use of photos of our programs.
- Use space well. Text (especially in navigation buttons) should be large and easy to read, and photos and other elements should be large and engaging.
- Create intuitive navigation options so that users can easily see what pages exist and explore the site.
- Optimize site for all major screen sizes and browsers, including mobile.

Features

Include a variety of features contributing to an engaging, informative user experience. Web designer should have the expertise to advise us on options. Features could potentially include:

- Slideshow banner on homepage that is easy to update with new photos and stories
- Social Media feeds and buttons and newsletter subscription integrated throughout
- Ability to display multiple news stories and job opportunities on the home page
- Blogging ability



Content Management

- Site should be built on an intuitive CMS; content and pages should be easily updated by staff. We currently use Wordpress and are happy to continue, but are open to other options.
- CMS must include the ability to integrate Salesforce forms for applicant tracking. Wordpress currently allows us to do this with some workarounds.