



Native Americans for Community Action (NACA Inc.)

**Logo, Brand and Website Redesign & Development
Request for Proposals**

This Request for Proposals (RFP) is for logo, brand and website redesign and development services for the Native Americans for Community Action website with URL; www.nacainc.org

RFP Sent: Friday, September 18th, 2020

Responses Due: Friday, October 9th, 2020 by 5pm Arizona

Send any questions on the RFP to:

Victoria Leone
Marketing and Public Relations Officer
[vleone@nacainc.org](mailto: vleone@nacainc.org)
(480) 392-7324

Send proposals to:

Victoria Leone
Marketing and Public Relations Officer
[vleone@nacainc.org](mailto: vleone@nacainc.org)
AND
Jeff Axtell
Chief Executive Officer
[jaxtell@nacainc.org](mailto: jaxtell@nacainc.org),

Budget for new website: Please present a range of options

Goal for new website launch: January 2021

NACA Overview

Native Americans for Community Action, Inc., (NACA) provides a wide array of services. These include: Wellness and Health Promotions; Mental/Behavioral Health Counseling; Suicide Prevention Programming and Counseling; Primary Health Care; substance abuse education and prevention for youth (Pathways); substance abuse; tobacco education/cessation; and, a vendor project that assists Native American artisans in economic development ventures. Most of the programs are either free-of-charge or are offered at a low cost to clients. Thousands of individuals and their families receive services from NACA each year.

NACA's mission is to provide preventive wellness strategies, empower, and advocate for Native peoples and others in need to create a healthy community based on Harmony, Respect, and Indigenous Values. Through the provision of varied services to families and their children, NACA works to improve the overall health and well-being of the Indigenous and Flagstaff community members. Patients and their family members receive information, education, medical care and other services that can assist them in leading healthy lifestyles and in achieving greater economic independence. By ensuring that services are provided in a culturally appropriate manner, NACA also works to preserve Native American traditions, culture and language. For many Native Americans who are making the transition from reservation/rural life to an urban setting, NACA serves as a vital service link and cultural resource.

NACA promotes diversity within the workplace and seek qualified individuals to fulfill positions within our organization. NACA employs 55 staff members and continues to grow to meet the demand(s) and need(s) of the community. Our organization promotes Native Americans preference but will employ the most qualified person(s) to fulfill its mission and goals.

The NACA team will be entering the 50th year of their non profit work in 2021, and is looking to redesign our logo, brand guidelines and website to reflect the organizations' work, growth, and vibrancy in the community over the last 50 years.

Our Audience

Our primary audience are the Indigenous communities in Northern Arizona, as well as non-Native populations, who are in need of or searching for support for preventative wellness strategies, general community health and wellness including substance abuse programs, economic development, preserving Native American traditions and culture, and those transitioning from rural reservation life into an urban setting in Northern Arizona.

People typically within lower income brackets, those without health insurance, using the AHCCCS insurance or qualify for Indian Health Services (IHS).

Those living in the Northern Arizona communities, the homeless population of Flagstaff, additionally a subset of communities including people without access to internet or social media.

Additionally our online followers and demographics are women ages 25-45 belonging to Indigenous tribes and clans, and women of non-Native heritage, with an interest in preserving and bringing awareness back towards Indigenous traditions, culture, and language. People who

are passionate about supporting the whole community of Northern Arizona and upholding the traditions of Indigenous values and culture.

They enjoy spending time with their families, cooking traditional foods, maintaining their homes, feeling very fulfilled in these areas. They can be wary and untrusting of the health and medical industry and typically use Indian Health Services as an affordable option for care.

They are not overly political but are highly passionate and active in person and online about Indigenous rights, preservation of culture, inequalities and Indigenous land rights. They are friendly, appreciate humor and prefer straightforward communications. They care about our organization because we offer free and affordable options for healthcare and wellness, and focus on Indigenous communities with a thorough understanding of the importance of traditions and values within Indigenous tribes and clans. They enjoy the many free services offered, programs to be a part of and appreciate the openness and connections made within all NACA has available. To our target audience, this organization is extremely important to the wellness of the whole community of Northern Arizona, is accessible and affordable, and are very likely to recommend and highlight us in their conversations with friends, family and via social media.

Our secondary audience is our potential and current donors. They are local employers, Indigenous activists, and friends of the organization, who have additional expendable income they prefer to use to support and grow our whole community of Northern Arizona. They like to know where their money is going, how it is benefiting the community and Indigenous people in particular. They like to see visual, factual information of where their monies are going.

New Logo and Brand Objectives and Requirements

Our new logo and brand guidelines should reflect the vibrancy of the organization, the Indigenous communities we serve but also be very clear to the fact that we serve the entire community, Indigenous and non-Native. It should reflect our community-mindedness, and that we are the go-to resource in the community for health and wellness and preventative services, education and the trusted source of up to date information.

- Vibrant Indigenous culture inspired color theme
- Clear and concise timeless logo reflecting the organization as a whole
- Clear brand guidelines for the organization to use for all internal design work
- Reflect our whole-community approach
- Be malleable enough to create sub-logos and design guidelines for each program, while still providing a consistency and recognition of our organizational brand
- Community wide survey - how they perceive NACA and see the future

Our current logo does not necessarily reflect our integrated healthcare focus, and our brand has become lost within our internal organizational designs. The diluted color theme does not reflect the vibrancy of our community, and does not highlight the Indigenous and community-minded events, programs, services and resources we have to offer. The several logos we have for each

program also do not reflect the individuality of each program while *also* speaking to its connection to NACA as a whole.

Community and connectedness are very important to the NACA mission and our team. When redesigning our brand and identity we want to be sure to connect with our community in consideration of how they perceive the work we do, and how they envision Indigenous health growing over the next 10 - 20 years.

New Website Objectives

Our website's number one objective is to educate and inform, and provide information and support for the Indigenous and non-Native communities of Northern Arizona. To showcase all of our programs, services and resources in one succinct site, that is easy to navigate and easy for a client to source what they are looking for.

The second objective is to encourage people to participate in programs, events, services and access available resources offered by all NACA programs.

- Raise awareness - engage visitors - build community - convert to donations and participation
- Inform and educate and provide resources for interested customers
- Generate increased awareness of the organization as a whole
- Be a go-resource in the community regarding services offered
- Increase participation in programs and events offered
- To create a comprehensive listserv of contacts we can continue to keep informed of upcoming events and new services via a new newsletter
- Increase the ease for customers to donate, fundraise and sign up for newsletter
- Support services: IT and trouble ticket management options

Our third objective is to increase potential donor engagement and donations.

- Using dashboard graphics to convey our work and reach
- Testimonials from customers and clients
- Explain where donations go and how they are used
- Make it easy to donate one time or on a recurring basis

Current Website

Our current website, www.nacainc.org, is about 4 years old and does not serve us well anymore. The functionality of the website backend is not user friendly for staff, and is not on a known platform to be able to manage in house rather than outsourcing for every change and update needed. There is no one at our organization who knows how to update information on the current platform since it is a custom CMS, and lacks accessibility for employees.

We are in consideration of a brand redesign in addition to the website redesign. As our 50th year anniversary approaches we feel the need to update our brand in a vibrant and cohesive way to better project the organization's mission and growth.

It is difficult for clients and employees to navigate through to find the program or service they are looking for as the drop down menus are not organized well. Even employees in our own company have a hard time finding things on the website. It is integral that we have a functional and intuitive navigation for customers and clients to easily find the programs and resources they are in need of.

It is essential that we have a concise and user friendly backend platform for internal staff to be able to manage editing and updating web pages as needed. Wordpress or Squarespace are understood by some of our staff.

The current website is not receiving much traffic based on the size and availability of the organization, and the resources available. No SEO is currently in place or being managed.

Overall, it lacks a clear path for our visitors to follow to find what they want and contact us or learn more about the programs and services we offer. Employees are unable to update content.

New Website Functionality Requirements

Our new website will need:

- An easy-to-use, user-friendly platform (Wordpress, Squarespace etc.)
- Intuitive and minimized primary navigation
- Clean, colorful, appropriate and focused design
- Provides recognition and consistency of our brand
- All applicable content imported from current site
- Optimized with SEO best practices
- Social media integration (share buttons, follow buttons, etc.)
- Email update sign-up form
- Contact Form
- Donation function
- Easy-to-update organizational calendar showing all upcoming events
- Responsive on all screen sizes

Optional feature: We would love to have a video resource library, plus integrated search feature, that specifically develops educational videos available to the public for free. Also a blog page and newsfeed page to present press information and educational and entertaining blog posts.

Websites We Like

Redhawk Native American Arts Council

<https://www.redhawkcouncil.org/>

- Big bright engaging beautiful images
- Clear and concise information upfront
- Easy navigation

First Nations Development

<https://www.firstnations.org/>

- Great immediate calls to action
- Large eye catching images
- Space given to impact and stats
- Programs layout is clear and colorful

David Shepherd Wildlife Foundation

<https://davidshepherd.org/>

- Mission statement front and center
- Clean simple graphics
- Obvious newsletter sign up

Native Americans in Philanthropy

<https://nativephilanthropy.org/>

Maisha Website Theme

<https://www.anarieldesign.com/demos/?theme=Maisha>

Kickstart

<http://kickstart.org/>

- Visual scroll layout
- Nice flow

Voices Rise Up

<https://voicesriseup.org/>

- Menu layout

Budget Details

NACA Inc. is a 501c3 nonprofit organization seeking the most cost-effective solution and all proposals will be considered for reasonableness and consistency of the services offered in the submitted proposals. The costs presented in the submitted proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposal content that offers flexibility in billing for non-required elements added to the website after initial launch will also be considered in the final decision. All invoices for this project must be billed within 30 days of the date of service provided.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Any key differentiators about you?
- Any previous Indigenous organization experience?
- Indian Preference shall apply in the selection for this RFP
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: Friday, September 18th 2020

Responses Due: Friday, October 9th, 2020 by 5pm Arizona

Winner Selected & Contacted : October 14th, 2020

Project Kick-off : November 1st, 2020

New Website Launch Target Date: January 2021

Thank you for your interest in responding to this RFP with a proposal for our logo, brand and website redesign. We look forward to your response.

If you have any questions, please contact:

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(480) 392-7324