

Request for Proposal
Center for Rural Affairs Drupal Website Project
www.cfra.org

Date: RFP released June 19, 2012. Proposals due July 15, 2012.

Respond to:

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Background and Goals

The Center for Rural Affairs is a nonprofit, nonpartisan organization dedicated to strengthening rural communities and securing a better future for rural America. We are establishing social and economic justice, environmental stewardship, and genuine opportunity for all while engaging people in decisions that affect that quality of their lives and the future of their communities.

The Center's website serves as a hub for supporters and prospects to find the latest on rural news and policy as well as opportunities they can take to make a difference in their communities.

Project Goal: Simplify and improve the design of the Center's Drupal based website so it attracts and engages our target audiences and makes an emotional connection with them (more on target audiences later on). On the new site, visitors want to sign up for emails (join), access more content (go inside), take action, and donate (or feel they would like to). It's easy for them to share key info with others. They want to recommend this great site to their friends and families!

The redesigned website enables us to tell our story through compelling visuals, intuitive navigation, and effective messaging. It binds the Center's brand throughout, particularly on key landing pages.

The new website is easy for Center staff to maintain, uses Drupal's capabilities intelligently, and is built to be easily modified to keep pace with changing technology and advancements at the Center.

Schedule and Budget

Proposals should include a realistic timeline for completing the project. Proposals are due by July 15, 2012. We will begin reviewing proposals as they come in.

The entire project should be complete by October 15, 2012. If meeting this date is impossible, please explain why and propose an alternative date in your document.

We have \$30,000 budgeted for this project.

The Center has a web team of 3 staff members who will be involved with this project.

Marie Powell - Project Manager

Jamie Horter - Design Leader

Brian Depew - Tech Leader

The Center's team will provide all web content, visuals, design (style) guidelines, and our best ideas on reorganization of the architecture and navigation for the updated site. We expect the successful contractor to offer their

best site organization and design ideas too where their ideas improve the end result and stay within the budget and timeline.

Audience, Site Structure, Content, Functionality

The primary audience is:

- 1) those who have taken an action on the website - signed up for email, received our e-newsletter, acted on alerts and petitions, downloaded reports, donated.
- 2) those who want information about specific issues - beginning farmers, rural grocery stores, clean energy, health care, farm bill, small business loans, small town development.

The secondary audience is people who would like to do the things above, but haven't yet. And the third audience is people who are seeking general information about a broad range of rural issues.

People in the above groups are:

- 1) ag entrepreneurs – small and midsize farmers and ranchers, sustainable and organic farmers, beginning farmers.
- 2) rural community residents (small towners), live there or want to return, have businesses or want to start businesses, educators, leaders, ministers, volunteers.
- 3) policy experts or junkies, social justice advocates, environmentalists, media, staff of elected officials, government workers, higher education folks.

We would like to have a site that also encourages a larger youth audience to engage in exploring the website and taking action.

Site Specifics

The site is hosted by Dreamhost and uses Drupal version 6.x (Drupal Core 6.25). We have a relationship with a firm that provides technical back-end maintenance for us. We use Google Analytics, and the site has about 20,000 unique visitors per month. About 40% of visitors use Internet Explorer as their web browser. We have a small but growing number accessing the site with a mobile device (10%). Additional data can be provided upon request.

Our website has a blog, a collection of news article about rural issues, a weekly column, and a monthly newsletter. Social media channels include Facebook, Twitter, YouTube, Flickr, and RSS feeds.

Guidelines and Requirements

The redesigned website must:

- Use Drupal version 6.x with Zen or similar theme that is robust, flexible accessible.
- Be easily updated by Center web staff.
- Mix text and graphics in a visually appealing way.
- Create a design that highlights supporter engagement tools (to take action, donate, and/or share across social media)
- Integrate social media sharing tools across site
- Use a common theme with robust use of theme regions, blocks and secondary menus to create a distinctive look for some pages based on taxonomy (e.g. cfra.org/blog*)
- Be easy to navigate, and users should find information no more than 2 clicks away

Because visitors to our site have a full range of connectivity, from dial-up modems to high-speed connections to

mobile phones, the site must balance visual appeal with fast loading pages. Key pages should render well for the most popular devices and a range of browsers, including IE.

Selection Criteria and Qualifications

We will evaluate proposals based on the following:

- Demonstrated experience building flexible Drupal websites that can be modified by non-technical staff.
- Demonstrated experience creating sites that engage users and build a sense of community.
- Experience working with nonprofit organizations.
- A portfolio that exemplifies exceptional design standards.
- Proven record of coding design elements for Drupal websites without glitches.

In your proposal, please:

- List 5 Drupal based websites your firm has produced that best reflect your work relative to this project.
- Describe your experience producing sites for nonprofits.
- Provide current reference information for 3 former or current Drupal based clients.
- Indicate your firm's organizational capacity to produce our website. How many full-time staff does your firm employ? (Include a copy of your organizational chart.) Provide a company profile, length of time in business, and core competencies.
- If you plan to hire any sub-contractors, clearly state this in your proposal. Sub-contractors must be identified, and the work they will perform must be defined.
- What type of team will be assigned to this project? What is each person's role? Include a brief background summary for each key staff member who would be assigned to this project.
- Outline your testing and support plan.

Opportunity for Ongoing Relationship

If you produce great work that we are thrilled with, there is a likely opportunity for an ongoing development relationship.