



National Domestic Violence Hotline Request for Proposals (RFP)

Project: Website Redesign

Organization Background

Established in 1996 as a mandate of the Violence Against Women Act, the National Domestic Violence Hotline (The Hotline) is the only 24/7/365 national service provider serving victims and survivors of relationship abuse and their loved ones via call, digital chat, and text. At the heart of The Hotline is our highly-trained Advocate staff, providing high-quality, trauma-informed education, validation, and connection to services that help victims and survivors make life-changing decisions with dignity.

The Hotline is headquartered in Austin, Texas and provides services across the United States and US Territories. The core focuses of our work are:

Crisis and Intervention

The Hotline is the only national service provider offering services via call, digital chat, and text 24 hours a day, 7 days a week, 365 days a year.

Prevention and Education

Core to our vision is the prevention of domestic violence. The Hotline's *loveisrespect* (LIR) initiative began in 2007 as a prevention and education resource for teens, who are at a higher risk of intimate partner violence. Among adult victims of rape, physical violence, and/or stalking by an intimate partner, 22% of women and 15% of men first experience some form of violence from a partner between 11 and 17 years of age. Nearly 1.5 million high school students nationwide experience physical abuse from a dating partner every year. LIR is an essential resource on healthy relationships and how teens and adults can protect themselves from dating violence.

Advocacy Through Data and Information

Backed by nearly twenty-five years of data from over 5 million answered contacts (calls, digital chats, and texts), The Hotline has comprehensive and accurate real-time data on the realities, dangers, and effects of domestic violence in the United States. From the prevalence and patterns of abuse in relationships to the support networks and resources available, The Hotline is at the center of the effort to end domestic violence.

Our Mission

We answer the call to support and shift power back to those affected by relationship abuse.

Our Vision

We envision a world where all relationships are positive, healthy, and free from violence.

Our Values

- Integrity:
 - We conduct every aspect of our work to the highest ethical standards and hold ourselves accountable to them. We value transparency and staunchly safeguard the confidentiality of the people we serve.

- Thought Leadership:
 - We are committed to learning constantly, developing innovative practices, and evolving strategies as necessary to achieve our mission and vision.
- Excellence:
 - We value performance and results. We always aspire to do our best and to embrace the challenge of exceeding expectations.
- Collaboration:
 - We work as a team within the organization and with a wide range of partners outside of it in the belief that only through these partnerships will we achieve the broadest impact.
- Social Justice:
 - We value diverse perspectives and strive to incorporate an anti-oppression lens in all aspects of our work.
- Caring:
 - We conduct our work with compassion and in the spirit of inclusion, and we meet all individuals with respect and without judgment.
- Survivor-Centered:
 - Our work begins and ends with the interests of survivors of relationships abuse in mind.

We are able to change lives by providing a path to safety, strength, and recovery. In 2019 we answered 362,897 calls, chats, and texts from people all over the United States and its territories; people who felt they could finally seek the help they need and let their voices be heard. Overall, our contact volume continues to increase, setting new records for our organization. Of those who contacted The Hotline and disclosed gender, more than 85% identified as female, 10% identified as male, and 1% identified as transgender or non-binary.

Project Overview

The Hotline is seeking a website development and design vendor to:

- Build a website that reflects the spirit of The Hotline's vision, mission, and value and is of use to all the audiences that we serve
 - The websites are:
 - thehotline.org
 - loveisrespect.org
 - espanol.thehotline.org
 - espanol.loveisrespect.org
- Ensure visitor privacy and anonymity to protect the identity of all those who contact us
- Allow for integrations, like our anonymous online chat service and potential future services, like an e-commerce option and IPTV

The goal for launch of our websites is September 30, 2020.

This RFP is only for website redesign and launch. There will be an opportunity to contract for maintenance and support for the websites directly after the launch.

Website Audience

We currently see three different paths of engagement on our website:

- Path #1:
 - These are people who need our services and need immediate access to our online chat system.
 - They also need access to our resources and quick access to our phone and text services.
- Path #2:

- These are people who are looking for information. They need quick access to provider information, our fact sheets, blogs, and quizzes.
- Path #3:
 - These are more general – they may be donors, reporters, community partners, or elected officials. They'll need our resources, but they may also be looking for our online store or to learn about our events.

Current Website Analysis

Our current website was created and structured by a website development firm. The Hotline's current websites are four sites in one, utilizing a multisite deployment of WordPress. The sites are English and Spanish versions of thehotline.org and loveisrespect.org. This multisite deployment is ideal for organizations that support multiple sites of similar design, but it presents challenges to us when it comes to flexibility. The design of the template also is difficult to navigate internally. The current WordPress theme requires a high level of coding expertise, something that The Hotline staff does not have. This results in frustration and a heavy reliance on our current firm – two things that The Hotline's staff wants to avoid in the future. The sites are hosted on WP Engine.

The Hotline Communications and IT staff currently includes:

- Chief Development and Marketing Officer
- Communications Director
- Web Manager
- Vice President of IT
- Systems Administrator

The current staff at The Hotline were all not at the organization when the existing websites were built.

New Website Objectives

Our dependence on our current firm is a large pain point for The Hotline. Our new website must ensure that The Hotline staff has internal control over the backend and CMS. For us, this means having the ability to change element positions, sizing, and appearances, as well as adding content or elements.

The site must be designed and built responsively to assure visitors can view content from any type of device. Mobile and tablet traffic to the sites has recently grown dramatically, and functionality must remain as consistent as possible across all devices and browsers. Visual re-design of the entire site must be coordinated to create a cohesive message. An information architect would be helpful to reorganize content to be easily accessible to users.

New Website Functionality Requirements

It is essential due to our government funding that our website be compliant with [Section 508 of the Rehabilitation Act](#) and the [21st Century Communications and Video Accessibility Act](#).

We also must have strong usability across various platforms – our websites are heavily trafficked. In 2019, on our English websites, we received 5.3 million visits to thehotline.org and 4.4 million visits to loveisrespect.org.

Functional Requirements

- Updated architecture and user centered design:
 - The websites must have reasonable performance that will allow visitors to quickly move from screen to screen with minimal delay.
- Ability to edit key pages through a content management system:

- All new content will be developed by The Hotline. Multiple people will be responsible for producing, publishing, and archiving content requiring an intuitive system and process for managing the content.
 - Note: All content development will be handled by The Hotline, but we expect that the vendor will port existing content that will not be updated over to the new site.
- Anonymity of visitors:
 - While our website currently uses Google Analytics and Facebook Pixels, as much as possible, we would like to limit session tracking to ensure as much confidentiality and anonymity as possible.
- Integration of resource and provider directory search:
 - A new directory is currently under development and will be hosted on Caspio.com. The new website must include the ability to seamlessly load a specific URL that allows visitors to self-serve their search of resources and providers for their specific situation. The content of the URL will be managed by The Hotline's IT Team.
 - The draft URL can be found here: <https://c1acz408.caspio.com/dp/b300800044277485cd954d9d821a>.
- Ability to share content between sites:
 - Some content will be important to share between the different sites without duplicating the data. The branding for the site initiated from should be retained while delivering the content. We also need the ability to host different language translations of the same site.
 - Should the solution be a multi-site, we would want to work with a vendor with i18n experience.
- Social media integration at the page level:
 - For those who wish to follow us, engage with us, or share our content via social media, simple integrations to enable this should be included.
- Responsive design and infrastructure for mobile and tablets:
 - Mobile traffic is growing quickly. It is critical that our visitors are able to have access to all of the sites' functionality.
- Incorporation of usability testing:
 - We would like to partner with someone who has experience designing and executing website usability testing to ensure objectives of the site redesign continue to be met after deployment.
- Search Engine Optimization:
 - Sites must be built in a way that it maximizes any SEO opportunities. It is also important for us to work with a firm with experience executing large website migrations to preserve existing backlinks. As much as possible, we do not want to disrupt a visitor's ability to access our information after a website migration.
- ADA Compliance:
 - The websites should be compliant with the requirements of the Americans with Disabilities Act and should also take into account any other issues of usability prevalent among our constituency.
- Traffic Reporting:
 - Google Analytics is installed through the CMS.

Website Budget Details

Our budget range for the entire scope of work is \$125,000 - \$150,000. Please note that this does not include travel and incidentals, which must be pre-approved by The Hotline.

The Hotline and the agency will negotiate projects outside of the scope outlines by this RFP with the agency as needed. This includes hosting and maintenance after this project.

Proposal Requirements

Candidates must have experience with building large scale, accessible websites. Experience working with regional and/or national social justice nonprofit organizations is a plus.

Submissions must include the following items:

- Cover letter
 - Indicate your interest in and qualifications to represent The Hotline and LIR.
- Agency information
 - Provide the agency's name, address, website, and telephone number.
 - Include the name, title, and email address of the individual who will serve as your agency's primary contact during the RFP progress.
- Brief description and history of your agency and client list (past 36 months)
- Biographies and photos of key staff (100 words or less for each biography)
- Experience
 - Proposals should include a description of website redesigns that are similar in scope that your agency has completed. Please include at least one in-depth study. If possible, highlight work for similar organizations.
 - If possible, include case study that demonstrates i18n experience.
- Cost
 - Please include a proposed rate table for the personnel who will work on The Hotline account.
- Demonstrated pursuit of equity and diversity in your firm
 - Please address how your agency approaches equity and diversity within your firm's culture and operations

Proposal Guidelines

The deadline for proposals is Monday, March 2nd at 5 PM CST.

It is not a postmark deadline. Submissions must arrive prior to the deadline. Late or incomplete submissions will not be accepted.

Our preference is e-mail submission. All parts of an electronic submission must be submitted in PDF format. Should your submission be printed and mailed, please include at least three copies of your printed proposal.

All questions on the RFP should be submitted to cso@thehotline.org by 5 PM CST on February 13, 2020. Please, no phone calls.

To ensure equity, all questions will be answered via email by 5 PM CST on February 20, 2020. No questions will be answered separately from this opportunity.

Schedule of Events	Date
RFP release	January 30, 2020
Deadline for questions via email	February 13
Response to questions by Hotline	February 20
Proposals due	March 2
In-person or video capabilities presentations	March 16
Announcement of successful proposer	April 8
Contract execution	April 13

RFP Response Due Date and Time:

Monday, March 2nd, 2020 at 5 PM CST.

RFP Contact for Questions and Submissions:

Christina So, Communications Director

cso@thehotline.org

PO Box 90249

Austin, Texas 78709