

RFP Circulation Date:

Friday, August 24, 2012

RFP Submission Deadline:

Monday, September 24, 2012, 5pm, EST

Dear Friend,

Your agency is invited to submit a proposal that provides The Long Island Gay, Lesbian, Bisexual, and Transgender Services Network (The Network) information to award a contract for the consolidation and redesign of its websites. The intent of this redesign is to better present information to clients, donors, event attendees, government officials, members of the media, and to the public in accordance with the enclosed specifications and terms.

Your submission consisting of an electronic copy (PDF preferred) of your proposal should be sent via email to jfallarino@liglbtnetwork.org with the subject line, "Website Proposal submitted by (Name of your company)," and should be received no later than 5pm EST, Monday, September 24, 2012.

This RFP is not intended to exclude any responsible agency or restrict competition in any way. All responsible agencies are encouraged to submit a proposal. The Network reserves the right to accept or reject any proposal, or to cancel the RFP process at any time. Technical questions concerning this RFP may be directed to James Fallarino, Public Affairs Director at jfallarino@liglbtnetwork.org or 516.323.0011.

Sincerely,



David Kilmnick, PhD, MSW
Chief Executive Officer

Request for Proposals

Website Redesign and Implementation
for

Long Island Gay, Lesbian, Bisexual, and Transgender Services Network, Inc.

PROJECT SUMMARY

The Long Island GLBT Services Network (The Network) is requesting proposals to consolidate, redesign, and develop four of The Network's agency websites into one comprehensive site. The purpose of this RFP is to provide a fair evaluation for all interested candidates and provide candidates with a comprehensive description of the project.

Currently, each organization of The Network has a dedicated website, all of which were last redesigned in 2008, with a refresh in 2010. The Network is seeking to unify four of these websites into one in order to streamline communication and improve access to information for site visitors.

The current sites are maintained and updated with in-house resources, and hosted by The Network through a Virtual Private Server. When the sites were last redesigned, they were built on a proprietary CMS developed by the previously contracted design firm. This has significantly limited The Network's ability to edit and manipulate the sites, and as such, The Network is seeking proposals that include the use of Drupal or another open-source CMS. Additionally, proposals should include comprehensive Social Media integration site-wide, as well as integration of The Network's contracted online marketing and donation system, Convio Luminare.

ORGANIZATION OVERVIEW

The Long Island Gay, Lesbian, Bisexual, and Transgender Services Network (The Network) is an association of five non-profit organizations that serve Long Island, New York's gay, lesbian, bisexual, and transgender (GLBT) community throughout the lifespan. The organizations of The Network include Long Island Gay and Lesbian Youth (LIGALY), The Long Island GLBT Community Center (The Center), Services and Advocacy for GLBT Elders – Long Island (SAGE-LI), The East End Gay Organization (EEGO) and Equality Long Island (EQLI). Together, each organization is working to end homophobia and transphobia on Long Island, to provide a home and a safe space for the GLBT community, and to advocate for equality.

The roots of The Network trace back to the founding of the flagship organization, LIGALY, as a Master of Social Work thesis project in 1993. In 2005, after many years of success serving GLBT young people on Long Island, LIGALY founded The Center and SAGE-LI to serve GLBT adults and

seniors, and the three organizations together constituted The Long Island GLBT Services Network. In 2010, The Network established Equality Long Island as a 501(c)4 political organization, and later that year acquired the 30-year-old East End Gay Organization (EEGO).

Today, The Network and its organizations operate two community centers, The Center at Garden City in Nassau County and The Center at Bay Shore in Suffolk County. The Network and its organizations have a well-established public presence and are frequently called upon by local and national media to comment on issues related to the GLBT community.

As the only organizations on Long Island solely dedicated to serving the GLBT community, the organizations of The Network are generally the first contact that GLBT Long Islanders make when seeking programs, services, and events for the community. As such, a comprehensive and easy-to-use website is of paramount importance to effectively interact with the people we serve.

CURRENT WEB ASSETS

The Network currently utilizes the following free and subscription-based web services for online communication and outreach:

Websites

The Network currently operates a total of six stand-alone websites, with another two launching in September 2012:

- www.liglbtnetwork.org – A “gateway” website including large multi-organization events and access to other organization sites
- www.ligaly.org – Long Island Gay and Lesbian Youth
- www.liglbtcntr.org - The Long Island GLBT Community Center
- www.sageli.org - Services and Advocacy for GLBT Elders – Long Island
- www.equalityli.org - Equality Long Island
- www.lipride.org - Site for the annual Long Island GLBT Pride Parade and Festival, held each June in Huntington, NY. Long Island Pride is a program of The Center.

The Network will launch two new websites in September 2012 for an initiative to connect GLBT-friendly wedding vendors with consumers, ligayweddings.org and empiregayweddings.org.

After the completion of this website redesign, liglbtnetwork.org will serve as the main site, with ligaly.org, liglbtcntr.org, sageli.org, and eego.org (EEGO does not currently have its own standalone website) redirecting. The remaining sites, equalityli.org, lipride.org, ligayweddings.org and empiregayweddings.org will retain their own individual web presence, with mentions and links off the main liglbtnetwork.org site.

Social Media

The Network operates a variety of social media assets to connect with constituents and share content:

- **Facebook** – The Network operates four Facebook pages:
 - *Long Island GLBT Services Network* – The main Facebook page of The Network and its organizations. <http://www.facebook.com/liglbtnetwork>

- *Long Island Gay and Lesbian Youth* – A Facebook page specifically targeting GLBT youth. <http://www.facebook.com/pages/Long-Island-Gay-and-Lesbian-Youth/37891228760>
- *Long Island Pride* – For all activities related to the annual Long Island Pride Parade and Festival. <http://www.facebook.com/lipride>
- *Equality Long Island* – For all political activities conducted by Equality Long Island. <http://www.facebook.com/equalityli>
- **Twitter** – The Network operates two organizational Twitter accounts, [@liglbtnetwork](#) and [@lipride](#). In addition, selected staff have Twitter accounts to conduct outreach to constituents.
- **YouTube** – The Network’s YouTube Channel hosts a wide array of video clips about The Network and its organizations including media clips, fundraising appeal videos and content created by youth. <http://www.youtube.com/user/liglbtnetwork>
- **Flickr** – The Network’s Flickr Photostream includes thousands of photos from Network events. <http://www.flickr.com/photos/40391324@N02/>
- **Tumblr** – LIGALY uses a Tumblr page for additional outreach to GLBT youth. <http://ligaly.tumblr.com/>
- **Wordpress Blog** – “The Network Voice” blog includes staff and community developed posts on topics related to the GLBT community that tie to programs, events and services provided by Network organizations. <http://liglbtnetwork.wordpress.com/>

Online Marketing/Online Donations

The Network is presently under contract with Convio (a Blackbaud Company) for online marketing, donation processing, and constituent relationship management. Convio’s contracted service modules include:

- **Convio Luminate Online** (formerly Convio COM) –
 - Email Communications - The Network uses Convio Luminate Online to create and distribute mass email communications to a segmented list of approximately 7,500 unique email addresses. Communications include a biweekly eNewsletter, fundraising appeals and event advertisements.
 - Online Donation Management – The Network creates online donation forms and campaigns using Luminate Online, and processes all on and off line credit card donations through this system.
 - Event Registrations and Ticket Purchasing – RSVP and ticket purchasing for free and paid events are conducted through online forms created in Luminate Online.
 - eCommerce – The Network uses Luminate Online’s eCommerce module to sell products and services related to its programs, events, and fundraisers.
- **Convio Luminate CRM** (formerly Convio CommonGround) – The Network’s housefile database and constituent relationship information for approximately 11,000 contacts in this Salesforce-backbone system developed and supported by Convio.

PURPOSE, DESCRIPTION AND OBJECTIVES:

Purpose: The Network’s current web sites have become complex and difficult to navigate. Additionally, the use of different websites for the various organizations of The Network have made it difficult for users to identify which organization provides the services and programs they are seeking. The use of a proprietary CMS from the previous design firm has made it difficult or impossible to make changes to the overall look and feel of the site. The sites contain meaningful

information but navigation is confusing and content is difficult to find due to poor arrangement and presentation. This is an opportunity to reengineer the site to better reflect The Network and its organizations' missions and incorporate the latest web technology.

Description: Design a flexible, informative, and easy to maintain CMS website that encompasses four of the organizations of The Network: The Network as a whole, LIGALY, The Center, and SAGE-LI. The site should be user friendly to a varied range of user education levels and able to deliver constantly changing information to our audience using an intuitive navigation system. Moreover, the site should make use of the latest social media integration trends, and should function seamlessly with The Network's online marketing and donation service, Convio Luminate.

Objective: The objectives of the site redesign are to:

- Build a communications tool that increases brand identity, awareness and interest in the organizations of The Network and the services we provide;
- Serve as a community resource;
- Allow users to easily follow and share content across popular social media platforms;
- Provide donors with a means to easily and confidently make financial contributions to The Network; and
- Effectively present multiple pools of information with equal ease of access.

AUDIENCE:

Together, the organizations of The Network included in this RFP serve Long Island's GLBT Community throughout the lifespan:

- LIGALY serves GLBT and allied young people age 13-21 as well as their families, friends and support systems (i.e. educators and human service providers).
- The Center serves GLBT adults and GLBT-headed families, with a focus on traditionally underrepresented segments of the community: communities of color and transgender individuals.
- SAGE-LI serves GLBT seniors age 50+, as well as their families, caregivers and senior service providers.

In addition to individuals seeking services and programs, the primary audience segments include current and prospective donors, event attendees, members of the media and government officials. All visitors to the redesigned site should be able to easily find the content relevant to them and interact with The Network through donations, event sign-ups, mailing list subscription and social media sharing.

TOOLS AND FUNCTIONALITY

A successful candidate firm must include, at minimum, the following components:

- **Content Management System** – The website should be easily edited and manipulated by The Network's in-house staff. A popular open-source CMS application should be used to develop the website, such as Drupal, Wordpress, or Joomla.
- **Homepage** – The homepage design must be well organized and visually attractive. It should be easy for any type of user to find the information they are seeking. The homepage must also visually demonstrate the unique structure of The Network as four 501(c)3 organizations, and LIGALY, The Center, EEGO and SAGE-LI branding must be visible (Equality Long Island will maintain its own website as a 501(c)4 organization). Moreover,

there should be quick access to make a donation, sign up to volunteer, be added to our mailing list, and follow The Network on social media platforms.

- **Program and Event Listings** – Proposals should include a solution for including all programs and events on the websites in a manner that is easy to search and navigate for users.
- **Sponsor Integration** – The Network should be able to showcase logos from some of its high-level sponsors throughout the site, including on the homepage and a dedicated “Corporate Supporter” page.
- **Calendar** – The Network currently uses an embedded Google Calendar on its websites with all public events. Proposals should include the integration of an intuitive and easy to search event calendar that links back to pages with information about the relevant program or event.
- **News/Blog** – Currently, The Network has two RSS-based systems: A “current news” feed built directly into the CMS and a Wordpress blog, liglbtnetwork.wordpress.com. Proposals should include the integration of both of these, preferably unified in one location.
- **PDF Viewing** – The Network publishes a number of its print collateral materials on its websites as PDFs. Proposals should include PDF posting that is easy to implement on the back end and is visually attractive on the front end. An example that we like is the technology used by issuu.com.
- **Center Locations** – As The Network operates two physical locations, and plans to open a third in the future, providing information about locations and directions is imperative.
- **Newsroom/News Archive** – The Network is frequently appearing in print and video news media on a wide range of issues related to the GLBT Community. The website should include a section where users can access this archived material. Additionally, there should also be a location for the posting of press releases and the ability for members of the media to request interviews.
- **Event Registration** – The site development should include the ability to create forms for users to sign up to participate in both paid and free events. This system should sync into the Convio system, but does not necessarily need to be based on Convio-powered forms.
- **Fundraising** – In order to increase the number of online donations received by The Network, the option to donate should appear throughout the site. Users should also be able to easily find the variety of options available to them support the mission of The Network. The fundraising elements of the site should also include content specifically related to business sponsorships of The Network. Proposals should include a clearly defined plan for organizing and presenting fundraising-related content.
- **Long Island GLBT Business Directory** – The Network’s Partners in Pride business program publishes online and in-print versions of The Long Island GLBT Business Directory. While the print version is updated once annually, the online version is constantly updated as members sign on or cycle off. Partners in Pride members can purchase various packages that include links or a logo in their listing. The Business Directory should have prominent placement in the website structure, and the listing should be searchable based on the type of business or business name. See <http://liglbtnetwork.org/directory.php?pgID=254> for the current layout. On the CMS side, Network staff should be able to quickly add, edit or remove listings and information in a number of custom fields.
- **Convio Integration** – The use of Convio will be described in more detail in below.
- **Social Media** – All proposals must include a strategy for the inclusion of the following social media platforms (additional suggested platforms are also welcome), with capabilities where

applicable to both share The Network's content and subscribe to The Network's social media assets:

- Facebook
 - Twitter
 - Tumblr
 - YouTube
 - Flickr
 - Google+
 - LinkedIn
- **Login** – The design should include the ability for users to access the Convio log-in page, where users can update their constituent record. Login should have “single sign-on” using Facebook, Google, etc. credentials. Convio has an agreement to provide these services to its clients with Gigya.
 - **Interactive Map/Tour of Centers** – The site technology should include an attractive interactive tour function highlighting each of The Network's two centers. Functionality should include pictures, as well as video or audio where appropriate, and the ability to modify content as The Centers grow and change.
 - **Polling** – As a constituent engagement tool, The Network should have the ability to poll site users. The polling function should have a social media tie-in, such as the ability to include the poll on our Facebook page or for users to share that they participated in the poll on their personal social media accounts.
 - **Video/Photo Galleries** – The site should include video and photo galleries that pull content from The Network's YouTube Channel and Flickr Photostream. Access to these galleries should be available site-wide and the galleries should be quickly updateable by Network Staff without having to upload the content onto our own web server.

MOBILE

The proposal should include the creation of a mobile version of the website. Applicants should propose what content should appear on the mobile version and submit in their propose a wireframe design for this version. The mobile site should pull content from the same CMS as the native site so there is not a need to create pages multiple times. Additionally, the native website should be mobile-optimized to work on all major device operating systems, including iOS, Android, Blackberry OS, and Windows Phone.

CONVIO INTEGRATION

As mentioned previously, The Network is in year two of a five-year contract with Convio (a Blackbaud company). Contracted services (with examples) include:

- **Online donation processing** – <http://ligaly.convio.net/donate>
- **Mass email communications** – http://ligaly.convio.net/site/MessageViewer?em_id=4741.0
- **Surveys and sign-up forms** – <http://ligaly.convio.net/signup>
- **eCommerce** - <https://secure3.convio.net/ligaly/site/Ecommerce/1281225420>

The Network's Convio services must be fully integrated throughout the site design. In order to present a consistent brand identity, proposals should also include the development of “page wrappers” that match the overall visual of the website. These page wrappers will be loaded into

the Convio servers, and used for all Convio-powered sites and forms. Certification as a Convio Solution Partner or Open Partner is not required to submit a response to this RFP.

20TH ANNIVERSARY

2013 marks the 20th anniversary of The Network's flagship organization, LIGALY. As such, proposals should consider how to integrate this milestone into the website design during the period when the anniversary is being celebrated (late 2012 through the end of 2013).

STAFF RESOURCES AND CONTENT DEVELOPMENT

Outside of contract negotiation and terms, the lead staff member for the implementation of this project will be James Fallarino, Public Affairs Director, with support from Jeff Main, Social Media and Communications Coordinator. James and Jeff will be responsible for keeping the project on schedule, communicating with the selected firm, and providing all copy, logos, photos and videos for use in the site design. Final approval of all work shall rest with David Kilmnick, Chief Executive Officer and Robert Vitelli, Chief Operating Officer.

SCOPE AND GUIDELINES

A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows in-house staff to easily update content and modify site design after the initial launch. All site imagery, design, and content should come from the candidate firm, but will become the property of The Network upon completion of the project.

A candidate firm should have experience working with non-profit organizations, and experience working with organizations focused on the GLBT community, HIV/AIDS, family planning or other progressive causes is encouraged. The firm should also have a strong track record with integrating social media into website design.

Additional requirements for the completed site design and backbone include:

- An easy to maintain CMS
- A visually appealing overall design that uses text, graphics and video and has a consistent, brand-focused look and feel.
- The logos of The Network and its organizations should be displayed throughout the site.
- Consistent use of fonts and layouts using a unified CSS
- An intuitive, multi-level navigation system with information presented in a logical manner using drop-down or fly-out menus
- All applications necessary to run site technology should be licensed where appropriate
- Search capability

The completed site should meet or exceed the following specifications:

- Must be compatible with Internet Explorer (version 8 to current), Mozilla Firefox (version 10 to current), Google Chrome (version 8 to current), and Apple Safari (version 3 to current).
- The site SHOULD NOT make use of Flash.
- Site should be easily accessible to the novice as well as experienced users.
- Site development should adhere to web content accessibility and ADA guidelines (e.g. text magnification)

- Site should not require excessive use of plug-ins.

Proposals must also include search engine optimization and analytics:

- The site should be built with the necessary meta-tags, search terms and configuration to ensure the site appears high in common search topics such as “gay long island” “glbt long island,” etc.
- Google analytics should be built into the site so that Network staff to effectively monitor and analyze site traffic.

Sites we like:

- <http://www.resourcecenterdallas.org/>
- <http://www.adhesives.org>
- <http://www.centeronhalstead.org>
- <http://www.tehcentersd.org>
- <http://www.amnesty.org>
- <http://www.glsen.org>
- <http://www.yosemiteconservancy.org>
- <http://www.bestieswithtesties.org>
- <http://odessey.org.uk>
- <http://www.theprovidencehouse.com>
- <http://www.nature.org>
- <http://www.826seattle.org>

TIMELINE

- RFP distributed: **Friday, August 24, 2012**
- Proposals due: **5pm EST, Monday, September 24, 2012**
- Requests for follow-up and interview on proposals: **Monday, October 1, 2012**
- Selected agency notified: **On or before Friday, October 12, 2012**
- Contract Negotiations complete and project begins: **Monday, October 29, 2012**

Timeline for completion of project will be determined in contract negotiation process.

PROPOSAL FORMAT AND SUBMISSION REQUIREMENTS

To be considered, proposals must be received electronically by The Network on or before 5pm EST on Monday, September 24, 2012. Proposals may be sent to jfallarino@liglbtnetwork.org.

- Proposals should be prepared simply and provide a straightforward, concise description of the vendor’s ability to meet the requirements of the RFP.
- Please include links to at least five sites your company has produced that reflect relevancy to this project. Briefly list the role your company played in those projects. Only sites that are live will qualify during evaluation.
- Additionally, please provide references from three current or former clients.
- Describe your company’s experience in working with nonprofits or community focused projects. Specifically list any experience working with organizations that serve the GLBT community if available.

- Provide a company profile includes brief bio information on the key staff that will be involved with this project. Include length of time you have been in business and your organizations capacity to complete this project.
- Please discuss the design, testing and support plan and the time for completion of the project. Time frames will be part of the contract agreement; therefore, a realistic time frame for completion is requested.
- Please state how your company will communicate with the Center's staff to gather all the required information, and stages that will play into completing the project.
- All proposals must include a line-item budget for the proposed project. The Network is requesting proposals based on a flat fee.
- Finally, please include all terms and conditions proscribed by your company. This should include specific information about the support that will be provided by your company after the site goes live, including the type of support to be provided and for how long.

Questions about this RFP may be directed to James Fallarino, Public Affairs Director by calling 516-323-0011 or emailing jfallarino@liglbtnetwork.org.