



Request for Proposal Quaker United Nations Office (QUNO) Website Redesign

www.quno.org

Last Updated 4.2.2012

SUMMARY

The Quaker United Nations Office (QUNO) is accepting proposals to design and develop the organization's web site. The purpose of this RFP is to provide details of our project and to provide the candidates with the evaluation criteria against which their proposals will be judged.

QUNO seeks an experienced Drupal freelancer, assembled team, or firm to redesign www.quno.org and implement technologies to meet the objectives outlined in this document. This will be a concept-to-completion production, from scoping to information architecture, basic design, development and deployment.

The existing QUNO web site was originally built around 2005. The site is maintained with in-house resources via Dreamweaver, and does not currently utilize a content management system. We are working on creating a full content inventory of the website, and have set aside staff resources to manually migrate chosen content to the new website.

All responses to the RFP are due by Friday, April 20.

ORGANIZATION OVERVIEW

The Quaker United Nations Office represents the concerns of Quakers (Friends) worldwide at the United Nations and other international organizations. For over 60 years, QUNO has worked with international policy-makers to achieve peace, justice and reconciliation in a manner that is unique to the UN community. We create a space for thoughtful and quiet diplomacy, facilitating off-the-record meetings and privately advocating for people-based and non-violent approaches to conflict. Our method is rooted in Friends' insights and experience, and is enriched by Quakers' long history of work on international peace issues.

QUNO offices are located in New York (four staff-members and two rotating program assistant positions) and Geneva (nine staff-members and one consultant), with the New York office serving as the lead for this redesign project. QUNO's parent organizations are Friends World Committee for Consultation (FWCC), American Friends Service Committee (AFSC), and Quaker Peace & Social Witness (QPSW).



PROJECT OVERVIEW

QUNO currently has a web presence that is outdated in structure and appearance, and limited in functionality. Our top priority with this redesign is to implement a Drupal 7 CMS, built as close to core as possible. The architecture and navigation needs to be cleaner, simpler and more intuitive. An updated website should allow visitors -- from Quaker individuals to UN policy-makers -- to readily access the various program areas where QUNO focuses, learn more about the nature of the organization's work, read about new activities and successes, download relevant reports and publications, and sign up for emails, seek job opportunities or learn how to make donations. A successful website will see more resource downloads, more email sign-ups, more unique visitors and page views, and hopefully more donations.

Upon completion of the development of the site, QUNO and the American Friends' Service Committee (AFSC) will assume full responsibility for website content maintenance and administration. The AFSC web team will be the lead support team, and will play an important internal project management role as the project enters the development phase. All content, coding and graphics will become the sole property of QUNO. The website will exist in its entirety on the AFSC hosted server.

KEY AUDIENCES

As with any organization, QUNO has a variety of audiences that we would like to take into consideration when redesigning our website. We have identified the following key audiences that are important to the organization's success and, while they may not represent every single visitor, they point to key strengths and opportunities for growth.

Primary:

- *Interested and concerned Quaker individuals* -- Likely aged 40 and above and female, they're looking to feel involved and aware of international peace and justice issues. They want to understand how QUNO works with the UN, and learn that the issues QUNO is working on are the issues they care about. While the current number of online donors is small, there is a desire to convert more of these interested and concerned Quaker individuals into donors. The technical challenges are a barrier, however, since donations must be directed through different organizations for the New York office and the Geneva office (see "Current Technology" section).
- *UN policy-makers and staff members / Other NGO staff members* -- This audience is looking for clear and easy to locate information and resources. They may be a current partner, or are a potential partner, and need to see that QUNO is active, knowledgeable and professional. They may be looking for support with quiet diplomacy and the facilitation of UN policy discussions. Many are directly referred to the site from in-person meetings, but the desire is that more individuals from this target audience seek out QUNO materials and expertise.



- *Foundations* -- Current or potential funders looking to affirm QUNO's credibility and professionalism, and seeking easy-to-locate information and resources. While this may not be an audience that currently visits the website in high volume, foundation funding is a high priority of QUNO, and improving the website's functionality for this audience is important.

Secondary:

- *Academic researchers* -- Looking for information and resources, downloads of current and older reports.
- *Job seekers for the Program Assistant position in New York and Geneva* -- This is generally a younger audience (21-30) seeking to apply to the annual Program Assistant position. Additional job seekers/volunteers also visit the site for potential opportunities, but in smaller numbers.

SCOPE OF WORK

Needs:

- Website built using the Drupal 7 CMS platform.
- Code is cleanly written and built close to Drupal core, so that the site will be flexible and sustainable going forward (the AFSC web team will be providing technical support after launch).
- Maximize website design and functionality to serve key audiences, reviewing our information architecture and content strategy to help determine the best approach.
- Improved content categories and tagging, allowing for cross-categorization and cross-listing of multiple content types.
- Ability to upload PDF documents and have those documents available for download on relevant content pages.
- A blog-style section capturing news and updates, what's new with QUNO, successes, etc.
- PayPal integration for Geneva office donation page (see "Current Technology").
- A public presentation of "one QUNO", minimizing the potential confusion over two separate offices in different countries.
- Refreshed, warm look and feel of website.
- Improved use of images, with ability to resize photos.
- Ability to easily embed photos, video and audio snippets.
- Larger, more readable fonts.
- Each page is easily shared on social media sites.
- Implementation of Google analytics.
- Multiple user accounts to allow content uploads from both offices, as well as the ability to designate different permission levels (administrator, author, etc.).
- Advanced search functionality.
- Ensure site structure adheres to SEO practices.
- Compatibility with multiple browsers, taking into consideration international visitors with older browsers.



- Staff training on new systems, in coordination with the web staff of American Friends' Service Committee (AFSC).
- Provide some post-launch support for bugs and troubleshooting, in coordination with AFSC web team.
- The design should also be 508 compliant, making it accessible for visitors with disabilities.

Wish list (please let us know if these -- or any other items -- fall outside of our listed budget, and the estimated additional cost):

- Simple and customizable homepage image slideshow, linking to featured content
- A report search / browsing tool, allowing users to filter by content attributes (see the report search tool at the bottom of <http://www.effectivepeacekeeping.org>)
- Mobile-friendly site. When building the site, we would like to take into consideration how it will look on smart phones. While we won't have the budget to *optimize* the site for mobile, it should be viewable and navigable by phone-based browsers.
- In the future, QUNO may wish to have different language versions of the website. While this is not a priority for the current project, we would like to ensure the site is built in consideration of this potential site add-on

CURRENT TECHNOLOGY

Online Donations

- The process for QUNO to accept donations is a complicated one due to structural requirements, and the website must contain two separate donation options for the New York and Geneva offices.
- QUNO's New York office is financially administered by the American Friends Service Committee (AFSC). Thus, AFSC receives all donations to the New York office via Convio. The AFSC web team will be responsible for integrating a new donation page template based on QUNO's new website design.
- QUNO's Geneva office is financially administered by Britain Yearly Meeting. Thus, Britain Yearly Meeting receives all donations to the Geneva office via PayPal. Any Drupal integration with PayPal would need to be completed by the chosen web team for this project, if it is determined that this work would fall within the budget.

CiviCRM

- QUNO's email lists are held within AFSC's CiviCRM account. Any website integration -- email sign-up field, sign-up pages, etc. -- will be handled by AFSC's web team, in coordination with the chosen development team.

CURRENT SITEMAP

- See attached



SITES WE LIKE

- Conciliation Resources -- <http://www.c-r.org/> -- Clean navigation and layout; good use of social media sharing tools; “News and Comment” section is a nice use of a blog format for program updates and successes; simple homepage highlight of recent publications and resources; good use of content tagging; simple design and warm color scheme; larger fonts.
- Friends Committee on National Legislation (FCNL) -- <http://fcnl.org/> -- This site is for more of a grassroots-based activist audience, but it exemplifies our desired clean and simple architecture; it clearly identifies who FCNL is, their history, and their activities; and it has a nice use of images and simple color scheme.
- Quakers in Britain -- <http://www.quaker.org.uk/> -- Simple navigation; nice use of images; good presentation of who Quakers are; rounded corners as opposed to angular lines.
- Social Sciences Research Council -- <http://www.ssrc.org/> -- Clean design and clear navigation; “what’s new” highlights; not an overwhelming amount of content on the homepage.

TIMELINE

- Proposals are due on April 20, 2012.
- We will evaluate submitted proposals and contact finalist candidates for interviews by April 25, 2012.
- We will notify the selected candidate by May 4, 2012.
- Ideally, the selected team / individual will begin work either immediately upon hire, or shortly thereafter.
- We would like the redesign process to culminate in a mid-summer launch, with the final date to be determined in collaboration with the selected team / individual.

BUDGET

The budget range set aside for this project is \$11,000 - \$14,000. As QUNO is a small organization with limited resources, priority will be given to proposals that enable us to keep our costs low and tightly managed throughout this process.

DEVELOPER CHARACTERISTICS

- Demonstrated knowledge and experience with Drupal 7
- Commitment to keeping up-to-date on the latest Drupal upgrades and modules.
- The ability to start work as soon as possible.
- Ability to complete work on stated timeline.
- Ability to accurately estimate project timing.
- Use of online project management tool to track progress and communicate with clients. Availability on short notice to resolve ongoing maintenance issues.
- Location near New York for meetings/interview (ideal, but optional).



PROCESS AND GUIDELINES

We are glad to answer additional questions about the scope of this engagement.

Responses to this RFP are encouraged to be detailed, yet reasonably short and to the point. Please include the following information in your proposal:

- Provide a brief history of the firm, or freelance work, and experience providing services for organizations similar to QUNO;
- Describe in detail the firm's proposed project approach to address the requirements outlined in this RFP;
- Identify the individuals assigned to the project;
- Briefly describe your project management process;
- Provide a timeline for the completion of the project outlined;
- Provide an inclusive budget for this project. If your price excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees;
- Document examples of your experience in designing/developing similar functionality to each of the project requirements;

Prompt responses are appreciated. Please send replies, as well as any questions, to Sara Fusco at sarafusco@gmail.com. **All proposals are due by Friday, April 20.**



ATTACHMENT A -- CURRENT QUNO.ORG SITEMAP

Last updated 3.29.2012

HOME

1. Areas of Work

1.1. Peacebuilding

- 1.1.1. Geneva Peacebuilding Platform
- 1.1.2 Reconciliation & Dialogue
- 1.1.3 Role of Civil Society in Peacebuilding
- 1.1.4 UN Peacebuilding Architecture
- 1.1.5 Further Resources on Peacebuilding

1.2. Disarmament & Peace

- 1.2.1. Geneva Forum
- 1.2.2 Armed Violence and Development
- 1.2.3. Small Arms & Light Weapons
 - 1.2.3.1. Small Arms and Light Weapons at the U.N.
 - 1.2.3.2. QUNO's Work on Small Arms and Light Weapons
 - 1.2.3.3. Lessening the Demand for Small Arms and Light Weapons
 - 1.2.3.3.1 QUNO Activities at the 2006 Preparatory Committee
 - 1.2.2.4. Lessening Demand for Small Arms and Light Weapons
 - 1.2.2.5. Small Arms and Light Weapons- Resources and Analysis
- 1.2.3. On-line Resources for Disarmament & Peace

1.3. Human Rights & Refugees

- 1.3.1. Women in Prison & Children of Imprisoned Mothers
 - 1.3.1.1. Women in Prison
 - 1.3.1.2 Children of Prisoners
 - 1.3.1.3 UN Crime Congress and Crime Commission
 - 1.3.1.3.1 On-line Resources for Criminal Justice
 - 1.3.1.4 On-line Resources on Women in Prison
- 1.3.2. Protection of Refugees
 - 1.3.2.1. On-line Resources on Protection of Refugees
- 1.3.3. Conscientious Objection to Military Service
 - 1.3.3.1. On-line Resources for Conscientious Objection to Military Service
- 1.3.4. Rights of Indigenous Peoples
 - 1.3.4.1. Rights of Indigenous People- Resources
- 1.3.5. UN Human Rights Council and Commission on Human Rights
 - 1.3.5.1. UN Human Rights Council resources
 - 1.3.5.2. Human Rights Council Resources
- 1.3.6. Child Soldiers
 - 1.3.1.1. Girls & War
 - 1.3.1.2. Child Soldier Resources
- 1.3.7 Internally Displaced Persons (IDPs)

1.4. Global Economic Issues

- 1.4.1 Food & Sustainability
 - 1.4.1.1 Resources
- 1.4.2 Climate Change & Migration
 - 1.4.2.1 Resources
- 1.4.5 Past Programs
 - 1.4.5.1. Intellectual Property



- 1.4.5.1.1 Intellectual Property Resources
- 1.4.5.2.Labour Movement
 - 1.4.5..2.1.Labour Movement Resources
- 1.4.5.3.QUNO Dispatches
 - 1.4.5.3.1.QUNO Dispatches
 - 1.4.5.3.2.QUNO Photo Album

1.5.Prevention of Violent Conflict

- 1.5.1.Inclusion of Key Stakeholders
- 1.5.2 Constructive Engagement with Rising Centers of Power
- 1.5.3 Prevention of Election Related Violence

2.About Us

2.1.How We Work

- 2.1.1.FWCC Status at the UN

2.2.QUNO Staff

- 2.2.1.QUNO Staff - Geneva
- 2.2.2.QUNO Staff - New York

2.3.Governance

- 2.3.1.Governance - Geneva
- 2.3.2.Governance - New York

2.4.Financing

- 2.4.1.Financing - Geneva
- 2.4.2.Financing - New York

2.5.Who Are the Quakers?

- 2.5.1.Quaker Peace Testimony
- 2.5.2.Quaker Links

2.6.Quaker House

- 2.6.1.Quaker House - Geneva
 - 2.
- 2.6.2.Quaker House - New York

3. Publications & Statements

3.1.Introductory Materials

3.2.Statements

- 3.2.1 Past Statements before UN Human Rights Council and Commission on Human Rights

3.3 Briefing Papers & Studies

3.3.Newsletters / Annual Reports

- 3.3.1.Archived Publications Menu
 - 3.3.1.1 Archived copies of "The Geneva Reporter_"
 - 3.3.1.2.Archived copies of "In & Around"
 - 3.3.1.3.Archived copies of Annual Report Archives
 - 3.3.1.4.Archived copies of "The State of the UN"

3.4.Sign Up

4.Get Involved

4.1.International Summer School

4.2.Geneva Programme Assistants

- 4.2.1.Programme Assistants - Geneva
 - 4.2.1.1.Programme Assistant Letters - Geneva

4.3 New York Programme Assistants

- 4.2.2.1.Past Programme Assistants - New York

4.4.Jobs & Volunteer Opportunities



5. Links

5.1.Areas of Work Links

5.2.Useful UN Links

5.2.1.UN

5.2.1.1.General

5.2.1.2.Departments & Agencies

5.2.1.3.Main Themes & Issues

5.3.Useful Non-governmental Organization Links

5.4 Useful Media Links

5.5.Quaker Links

6.Donations

6.1.QUNO & Quaker House - Geneva

6.2.QUNO - New York

Site Map

Contact Us

Privacy Policy