

PROMUNDO

Website Redesign and Redevelopment
Request for Proposals

January 6, 2014

www.promundo.org.br/en

or

www.promundo.org.br

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1) SUMMARY OF PROJECT

Promundo is an umbrella-organization, which includes the non-profit organizations Promundo-US (Washington D.C.) Instituto Promundo (a separately incorporated organization in Brazil) and representation in Rwanda and Portugal. Promundo-US (a 501 (c) (3) nonprofit organization) seeks proposals from web development agencies to redesign and redevelop Promundo's website (www.promundo-org.br/en) and associated CMS. Promundo is a global leader in engaging men and boys to promote gender equality and end violence against women. The redesign will be consistent with current branding, but updated; for the CMS, Promundo-US is committed to an open-source product.

This will be a concept-to-completion production. The purpose of this Request for Proposal (RFP) is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The last redesign/redevelopment of Promundo's website occurred more than four years ago, and was coordinated by the Brazilian office (Instituto Promundo); it does not fully reflect Promundo's international presence and structure, as it was created before there was a separately incorporated organization in Washington, DC, or staff in Rwanda and Portugal. In addition, the design is outdated and the CMS provides limited possibilities for the staff to make small structural changes.

We are looking to create a platform for Promundo to use for the next 3-5 years. Part of the decision during the formative process will be to determine strategically and logistically, whether one website should be designed to serve Promundo holistically, representing the Promundo-US office as well as Instituto Promundo (the Brazil office), or if Promundo-US should develop an independent website.

2) PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process. Proposals will be accepted until January 31, 2014 at 5 p.m. EST.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the subcontractor. Promundo-US will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3) CONTRACT TERMS

Promundo-US will negotiate contract terms upon selection. All contracts are subject to review by Promundo-US's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

4) PURPOSE, OBJECTIVES & CRITERIA FOR SITE

Purpose

The design of the current website is inadequate for Promundo's current international structure, and its ability to raise funds in the United States. It also does not have the functionality required to successfully navigate our growing library of publications, coordination of campaigns and networks, and portfolio of programs. It is missing key tools, such as community and social features and fundraising capabilities, which would facilitate a stronger relationship with our audience and assist in building an individual-giving donor base.

Due to the limitations of the website design, Promundo-US faces difficulties in building traffic and other key analytics, which inhibit the engagement of key audiences and limit fundraising potential.

Objectives:

We expect the discovery phase will serve to deepen the contracted organization's understanding of our objectives as well as to explore potential needs and solutions not covered here.

The new website should fulfill the following objectives:

1. Highlight Promundo's or Promundo-US's influential role globally in developing and implementing our programs;
2. Provide an accessible and engaging interface for Promundo-US to deepen its relationship with current visitors, and facilitate new relationships;
3. Create a workflow for communication staff to easily manipulate content display on the site, and for multimedia to play a larger role;
4. Increase traffic to Promundo-US's website and its affiliated sites (MenCare, MenEngage), as well as improve time-on-site and pages-per-visit analytics;
5. Realize Promundo-US's goals in increasing revenue streams (product sales? fundraising? consultancy opportunities?);
6. Host and run regular online donor campaigns;
7. Recognize and reflect (business) relationships with Instituto Promundo, Promundo Great Lakes, Promundo Portugal, 4 MenCare sites, and MenEngage, organizations and global networks that work as partners in our mission and require cross-promotion of content in several languages.

Criteria: Technology

Promundo-US is committed to an open source solution for its needs. Priority consideration will be given to Drupal or WordPress, but we are committed to neither. Web hosting *must* be provided by an entity other than the selected vendor, and a minimum of FTP access to the server will be provided to Promundo-US upon delivery of the project.

Criteria: Back End and Structure

- The CMS employed will enable Promundo-US to operate its online presence as a platform for distributing its content and promoting its products. Key metadata, SEO needs and other standard content promotion and indexing technologies must be used.
- Articles, blog posts and research data must be retained within the same content pool, so that they may be related to one another for users
- Archived content needs to be cleaned and imported into the new CMS. Promundo's website functions as its core archive.
- A tool is needed to easily create the front page regularly; also desired are tools to manipulate stories within sidebars, etc., throughout the site
- Each piece of content should have multiple display options for placement around the site, including multiple headline options
- Comment process must be simplified and de-spammed.
- Modules must be designed and implemented to accommodate Promundo's library of articles, reports and manuals. These should include an easy-to-use search function as well as a straightforward archival system.
- A module must also facilitate for updating and presentation of Promundo's newsletter.
- A system must be identified to maintain the site in multiple-languages.

Criteria: Design

- Overall, the updated design should be clean, savvy, and smart. No cookie-cutter themes allowed.
- Home page design must reflect integration of several types of content (articles, blog posts and content imported from other sites).
- Multimedia (video, photo slideshows, podcasts) must be accommodated easily
- Readers should be able to easily follow topics of interest (categories/tags, authors, etc.); in that vein, related content independent of content type should be displayed.
- A tablet-friendly version of the theme must be available in the future.
- Integration of social features are a must. Twitter feed displays from staff, tweet and Facebook like buttons, etc.

Criteria: Business needs

- Integration with the current newsletter service and fundraising software
- Design should highlight Promundo-US's non-profit status and promote fundraising efforts with tools such as interstitials.
- Affiliated organizations require placement for their sponsored content on the site.

Additional specifications

Promundo-US encourages creativity in the proposals submitted; however, there are certain requirements for the website project:

- The site should be developed to meet all federally mandated access requirements
- Site must be built in accordance to the Web Content Accessibility Guidelines and validate to W3C CSS and HTML standards

Ongoing maintenance and support

Site functionality should be developed to facilitate in-house additions and changes over time. Recommendations are requested for ongoing website and troubleshooting support following the site's launch; a separate contract for maintenance and support will be negotiated as site launch nears.

We require a mutually agreed upon warranty period to be included in the final contract.

5) BACKGROUND OF ORGANIZATION

Founded in Rio de Janeiro, Brazil in 1997, Promundo works internationally to promote caring, non-violent and equitable masculinities and gender relations internationally. Promundo's independently registered organizations in Brazil and the United States and its representatives in Rwanda and Portugal collaborate to achieve this mission by conducting research to build the knowledge base on masculinities and gender equality; developing, evaluating and scaling up gender transformative interventions and programs; and carrying out national and international advocacy to achieve gender equality and social justice.

Promundo's work focuses on transforming gender norms and masculinities in the institutions where they are constructed (such as schools and the workplace), in high urban violence and post-conflict-settings; and by promoting men's involvement as gender-equitable caregivers and involved fathers, as partners in women's economic empowerment, and as advocates in the prevention of sexual exploitation and violence.

While separately registered as independent NGOs in Washington, DC, US and Rio de Janeiro, Brazil, these two Promundo offices, along with representatives in Rwanda and Portugal, operate as one organization with a shared mission statement and objectives.

6) TIMELINE

This RFP is dated December 31, 2013.

Proposals are no later than Friday January 31, 2014 at 5:00p.m. EST.

Selection of a vendor will happen by February 15th. Work should begin immediately after selection.

Promundo-US is targeting the re-launch for August 15, 2014. Proposals must include time frames for completion of phases listed in the process definition in Scope & Guidelines (#8). Time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.

8) SCOPE & GUIDELINES

The scope of the Promundo-US redesign/redevelopment project includes:

- redesign within current branding but with updated look
- site planning and discovery

- selection, development and customization of CMS
- implementation of design into CMS
- import of archived content from current CMS
- delivery of site to new hosting provider
- QA of new site
- training and documentation on new CMS

The process we roughly expect is as follows:

- **Discovery/Planning**
Confirm goals, audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief. We expect the chosen vendor to conduct interviews with staff members to gain a deeper understanding of these issues.
- **Site Definition/Design**
Website information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links. The chosen vendor must provide at least two home page design mock-ups, and an associated article page for each, for consideration by Promundo-US.
- **Development**
The website developed by the successful candidate must meet the guidelines described in Section 4. The Communications Officer from Promundo-US will be made available to provide information and coordinate with Promundo-US staff, including a reasonable number of meetings (via conference call or in person) to present design and development solutions.
- **Testing**
Proposals should outline a plan for testing the site on all applicable platforms during development to ensure it works as promised.
- **Training**
The chosen vendor will be asked to provide training for two to four Promundo-US staff members on use and maintenance of the CMS system and any necessary APIs.
- **Delivery**
Delivery and uploading of site to the host server.

Candidates will be chosen in large part based on their description of how this process will be managed, and their proven ability to successfully complete stages within expected timeframes and budgets.

9) BUDGET

Budgets should reflect pricing that indicates costs for each stage outlined above, or the comparable process/stage that the vendor works with. Lump-sum budgets will not be considered.

Promundo's available budget for the entire process is approximately \$70,000 - \$80,000.

10) STAFF RESOURCES

The primary contact at Promundo-US is the Communications Officer, Alexa Hassink. She will be your liaison during the build, and for all future work on the site. The primary business contact is Richard Boriskin, the Finance and Operations Director. All contracts, change orders and amendments to the proposal accepted by Promundo-US must be approved by the Finance and Operations Director.

We currently have no full-time staff member responsible for technology. Our Communications Officer has a technology background that will enable her to make changes to the new site once it is live.

11) QUALIFICATIONS

- List five websites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation. *At least one of the websites should reflect similar design standards and functionality as outlined in this request for proposals.*
- Describe your experience in producing a relevant organization's website. Sharing additional experience in producing sites for non-profit organizations is a plus.
- Provide current reference information for three former or current clients. One reference must be from a relevant organization (as mentioned above).
- Describe your firm's project management process. The successful vendor will be chosen based largely on its ability to demonstrate efficiency, creativity and productivity in their process.
- Briefly describe your firm's organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc.).
- Provide a company profile including size of staff, length of time in business, core competencies, and organizational chart.

- Describe what type of team will be assigned to this project. What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Please discuss any planned mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.

12) EVALUATION CRITERIA & PROCESS EXPECTATIONS

The following criteria will form the basis upon which Promundo-US will evaluate proposals. The mandatory criteria must be met and include:

One electronic proposal copy must be received by Promundo-US no later than January 31, 2014, at 5:00 p.m. EST. Proposals received after 5:00 p.m. on this date may not be considered.

Proposals must include itemized cost budgets. Alternative solutions and pricing are welcome when appropriate.

Deliver electronic copies of proposals to the attention of:

Richard D. Boriskin
 Director of Finance and Operations
r.boriskin@promundo.org.br

a copy to:

Alexa Hassink
 Communications Officer
a.hassink@promundo.org.br

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- **Suitability of the Proposal** – the proposed solution meets the needs and criteria set forth in the RFP.
- **Expertise in recommending and communicating** appropriate technical and aesthetic solutions as evidenced by the proposal and references.

- **Aesthetic Capabilities** – Prior work demonstrates artistic and innovative, user-friendly interfaces that engage communities and readers.
- **Candidate Experience** – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- **Value/Pricing Structure and Price Levels** – The price is commensurate with the value offered by the proposer and meets Promundo-US’s budget requirements based on funding availability. As a non-profit institution, Promundo-US is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the website and other collateral as a Promundo supporter and partner.
- **Depth and Breadth of Staff** – The candidate firm has appropriate staff to develop the site in the time frame needed.
- **Proposal Presentation** – The information is presented in a clear, logical manner and is well-organized.

13) FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

- **Length and Font Size**
Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 20 pages.
- **Title Page**
Should include: “The Promundo-US Website Development Proposal,” your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.
- **Cover Letter**
Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).
- **Proposal**
Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the time frame noted in Section 5 (3-15 pages).
- **Qualifications**
Provide the information requested in Section 12 (1-2 pages).
- **Budget and Fees**
List budgets as requested above. Note that final contracts must include agreements on penalties for late delivery.

Richard D. Boriskin
Director of Finance and Operations