

Lambda Legal is a national nonprofit organization that works through impact litigation, public education and policy work to achieve full recognition of the civil rights of lesbians, gay men, bisexuals, transgender people and those with HIV. Founded in 1973, Lambda Legal maintains its National Headquarters in New York City and has regional offices in Los Angeles, Chicago, Atlanta and Dallas.

Lambda Legal litigates approximately 100 impact cases per year, prepares legal documents and fact sheets, provides Know Your Rights information to LGBT people, people with HIV and allies and organizes educational events around the country. Our brand identity is smart, strategic and somewhat wonky. Our website, therefore, is content rich – and our challenge is to make it accessible, inviting and effective.

The primary goals of Lambda Legal's website are to:

- Quickly inform visitors about who we are and what we do (establish and strengthen our brand identity);
- Provide easy and inviting pathways to support our work;
- Provide easy access to information about how to protect the rights of LGBT people and people with HIV, and about our current and landmark cases;
- Inspire action and ongoing engagement with our organization.

We seek a firm to provide on-going development and consulting services for Lambda Legal's Drupal-based website. We require a firm that can work with our team to assess our needs, develop plans to improve the look and performance of our site, design and implement plans, and provide ongoing technical support and assistance to maintain the performance of the site at all times.

Specifically, we seek a firm that has:

- Extensive engineering and development capacity in Drupal;
- Experience designing and maintaining websites for nonprofit advocacy organizations;
- Capacity to provide rapid response, 24/7, for bugs and emergency technical problems;
- Exceptional creativity and design experience to build and maintain a site that is accessible, engaging and informative to accomplish the goals above;
- Excellent project management capacity and experience with team projects with nonprofits.

Successful bidders will be:

- Responsive and well-staffed
- Established
- Nimble and cost-efficient

- Capable of planning and executing with excellence

Request for Proposal and Bid:

Please submit by July 11 a 3-5 page proposal that describes the bidders' capacity and experience, referring specifically to the five project needs listed above. We will schedule meetings between finalists and key stakeholders in late August and early September. We expect this to be an ongoing, annual contract with specific new projects added throughout the year. Please include a budget for:

- ongoing technical support and maintenance;
- a sample project budget (for example, to design and build a mini-site such as the [Love Unites Us](#) section on our site; or a new, interactive website section for people to volunteer and sign petitions)

Bidders are encouraged to add or provide links to work samples.

Please send proposals to:

Jorge Morales
Digital Communications Director
Lambda Legal
120 Wall Street
19th floor
New York NY 10005-3919
jmorales@lambdalegal.org