

Request for Proposal

Website Design, Development & Maintenance

November, 2013

ABSTRACT

Outline of proposal, organization background, guidelines and requirements

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SUMMARY

Center for Media Justice (CMJ), a national 501(c)3 organization, is accepting proposals for a light redesign of our main organizational brochure website with heavier re-design and development of a secondary, action and network oriented website, and customization of two (2) corresponding Tumblr blog sites. Redesign of our primary site should focus on bolstering front-page visual appeal, increasing multimedia shareability, and improved navigation and archiving throughout the site. Design of our network and action site includes back-end integration with main site, improvement of existing multimedia features and resource pages, and integration of existing action (Salsa) and social media (Facebook and Twitter) platforms.

The existing CMJ and MAG-Net websites were originally designed and produced in 2011. The CMJ site is hosted on Wordpress and the MAG-Net site is hosted on Drupal. Both sites are currently maintained by CMJ staff, with support from Exobi Interactive.

The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with evaluation criteria against which they will be judged.

PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process. Proposals received after November 25th, 5pm PT, will not be considered and will be returned unopened. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. If you wish to submit alternative solutions, please do so.

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

If the execution of the 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 perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. *CMJ will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors that you have selected.*

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

CONTRACT TERMS

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

BACKGROUND OF ORGANIZATION

CMJ is a 501(c)3 with an annual budget of one million dollars. We're a movement building center creating media strategies to end racism and poverty, and strengthen social justice sectors.

Launched in 2008, the Center for Media Justice is a national collaborative working for a more just and participatory democracy through media-based organizing and training, powered by grassroots social justice leadership. We believe that the right to communicate belongs to everyone. With offices in Oakland, California and Brooklyn, New York-- and a national staff and network of consultants, CMJ is the only group in the nation that both develops a new generation of communications leaders and organizes nationally for media policies to end racism and poverty.

The “CultureSHIFT Strategy”

Media Justice is a vision for real equity, supported by democratic media, and powered by grassroots leadership. CMJ achieves this vision through the CultureSHIFT Strategy. The CultureSHIFT Strategy combines cultural organizing to remove the barriers to media engagement that threaten communities of color, low-income communities, and social justice movements—and leadership training to strengthen their communications impact.

Our Programs

The CultureSHIFT Strategy is mobilized through four related program tracks:

- Through the *CultureSHIFT Training Institute*, our skilled staff and team of consultants deliver leadership training to local social justice changemakers to develop their capacity to leverage effective media activism, cultural strategies, communications skills, and network collaboration for racial and economic equity. Through focused curriculum and strategy tools, affordable training venues, and limited consultant services—CMJ is cultivating a new generation of effective media leaders. Training and services can be requested through our primary website.
- Our signature project, The *Media Action Grassroots Network (MAG-Net)*, is the premier vehicle for grassroots leaders to collaborate for media rights, access, and representation across issue and geography. Governed in partnership with a leading team of anchor institutions, this national community of affiliated local organizing and cultural groups represents diverse social justice sectors in every U.S. region. With democratic governance, an extensive learning community, and local-to-local organizing projects-- MAG-Net is advancing an exciting new vision for media justice. MAG-Net has a member-based website which will also be redesigned as part of this project.
- CMJ mobilizes network affiliates and allies through *rapid action campaigns* that respond to opportunities and threats on media rights, access, and representation issues. Through branded campaigns and related cohorts, arts-based action, a communications hub, and distribution partners—CMJ’s network-driven rapid action campaigns ensure leaders based in under-represented communities a seat at the media policy table. Rapid action campaigns are hosted on our Online Action Center, which currently engages more than 10,000 individuals on and offline, and will be integrated to the MAG-Net site as part of this project.
- As a movement building center, CMJ also leads field-building initiatives that provide thought leadership through research publications and blogs, cultural and policy partnerships, coalition building, and field convening to increase social justice collaboration for national impact on media reform. Key field building activities include the annual Knowledge Exchange which brings together public interest, civil rights, and grassroots leaders in a three-day residency to define policy solutions for a democratized media. We additionally lead issue-based coalitions, and present regularly at funder and field events.

PROJECT PURPOSE, DESCRIPTION, OBJECTIVES

Project Purpose

Our primary Internet objectives are to effectively co-brand CMJ and MAG-Net online; market CMJ services, tools, and strategies; and provide key audiences with the information, analysis, and tools they need to take and support action for media rights, access, and representation.

Description

The Center for Media Justice (CMJ) website is currently a source for visitors to read and share blogs by staff and allies, find and share strategic communications and media activism tools, and stay abreast of exciting new organizational activities and impacts. Additionally, the website is used as a brochure site with static information about the organization's background and approach (e.g. frameworks; staff bios).

The Media Action Grassroots Network (MAG-Net) website is currently a source for visitors to read and share blogs by network members and campaign leaders, watch or listen to audio and visual videos/podcasts about timely media rights and access issues, and features opportunities for action as well as profiles of leading members. Additionally the site is used to market network membership to foundations and prospective members, and gain access to a diverse set of resources on a cross-section of media and movement issues.

Objectives

Objective 1 – The result of front-end redesign of the CMJ website should result in a professional, informative and artistic site that is co-branded with the network micro-site, but remains distinct, with improved archiving, navigation, and multimedia functionality.

- Webpages and content should be user friendly and mobile optimized.
- Common Theme/Design should flow throughout both sites with CMJ or MAG-Net logos prominently displayed on each page as a common header. Photographs, fonts and layouts should be consistent throughout site.
- Design should support graphics, images and multimedia content, and tell the story of the work of the organization. Administratively it should be flexible enough for content changes to be administered by CMJ staff.
- Move from vertical to horizontal design (quadrant view) with artistic texture and navigation bar.
- Include clear navigation with visuals that connect to programs, with clear connection on design and branding
- Improved search engine optimization (custom page titles, custom meta tags per page, search-engine friendly URLs, site map to submit to search engines, effective tagging, etc.)
- Event calendars should be visually appealing and should allow for visitors to add events to their own personal/professional calendars
- Should contain a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.
- Should build upon and improve existing content and design elements.

Objective 2 – Integrate CMJ’s existing rapid action Salsa platform into the MAG-Net website in visually appealing ways that amplify member-led campaigns and related actions, streamline the user experience when taking and sharing action, and provide information and tools about key campaigns.

- The platform should prominently feature shareable, visually appealing Action Alerts for each of actions that contain compelling graphics and links to relevant resources.
- Actions should be effectively archived, easily searchable, and connected to a specific campaign.
- Both campaign and action pages should be designed to host related tools and resources tagged by issue and action, easily searchable, downloadable and shareable via web.
- Campaign pages should link to a well-designed online pressroom with multimedia capabilities, is easy for journalists to navigate, and houses news tagged by issue area or campaign.
- On the whole, the platform should be artistic and incorporate visuals, images and multimedia content that elevates the stories of communities, the media justice movement and the national/local work of MAG-Net members.

Objective 3 – Front end redesign of the Media Action Grassroots Network website should support high-profile front page feature stories that highlight the work and campaigns of network affiliates and allies, effectively host and market network-driven actions, house an easily navigated resource center, provide easy ways to donate to specific affiliate organizations and allow members to pay dues online, and effectively integrate an independent tumblr blog site populated by member and ally content.

- The website front page should prominently feature highlights of network affiliates, and should prominently feature visually appealing, sharable blogs written by and about network affiliates and activities and hosted on an independent tumblr site, and easy ways to take action and join our lists.
- Webpages and content should be user friendly and mobile optimized.
- Common Theme/Design should flow throughout the site with MAG-Net logos prominently displayed on each page as a common header. Photographs, fonts and layouts should be consistent throughout site.
- Design should support graphics, images and multimedia content, and tell the story of the work of the network. Administratively it should be flexible enough for content changes to be administered by CMJ staff or MAG-Net anchors.
- Move from vertical to horizontal design (quadrant view) with artistic texture and navigation bar.
- Include clear navigation with visuals that connect to programs, with clear connection on design and branding
- Improved search engine optimization (custom page titles, custom meta tags per page, search-engine friendly URLs, site map to submit to search engines, effective tagging, etc.)
- Event calendars should be visually appealing and should allow for visitors to add events to their own personal/professional calendars
- Should contain a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.
- Should build upon and improve existing content and design elements.

- More comprehensive and flexible searching and exporting features that increases the usability/accessibility of Network tools and resources, with RSS feed capability.

Objective 4 - Create two (2) corresponding CMJ and MAG-Net tumblrs with customized and cohesive front end branding, that are visually appealing, easily shareable, and invite readership.

- Tumblrs should house contributor blogs for CMJ and MAG-Net respectively
- While each site should have a “unique voice”, each writer/contributor should have their own byline/author section
- Each Tumblr page should be embedded on the front page of each corresponding website, with the functionality to feature five (5) blogs at a time
- Design should support community engagement and allow for followers to easily subscribe, share, and submit content for publishing.

Objective 5- Both the CMJ and MAG-Net websites should be connected through back end integration, easily accessible from either site, with user-friendly content publishing and editorial management.

- CMJ will maintain ultimate editorial control of all content, and engage network leaders in content management, without significantly delaying the publishing of new information on the site.

OVERALL VISION AND STRATEGY FOR SITES/TUMBLRS

Our vision is two websites that accomplish the following:

- Maximize web-based technologies
- Build member loyalty and enhance relationships
- Improve and highlight program delivery and related services
- Provide focused web-based tools, blog content, and actions which further our mission and goals
- Increase earned income and donations and make it easy for people to solicit services, donate and opt in to our email list

Specific strategies for both sites are to:

- Build audience engagement and expand email list (Currently Salsa)
- Market services, products, events, and 170 member network
- Highlight network members and impacts
- Provide thought leadership and disseminate useful information, tools, and analysis from staff, board, members
- Increase donor base
- Make opportunities to take action accessible and appealing
- Claim victories and strengthen brand

In short, we must be able to galvanize our base and tell our story through use of compelling visuals, intuitive navigation, and concise messaging.

TARGET USER PROFILES

In order for the project to be successfully realized, the solution must deliver specific benefits to several distinct user audiences, listed below in priority order.

Primary Audiences

- **Current and potential funders/donors** (people wanting to make donations and foundations looking to fund our work)
- **Clients – CMJ specifically** (social justice changemakers-including organizers, advocates, media activists, and artists who want to solicit our services, register for our training, and access strategy tools)
- **Current and potential MAG-Net members** (people looking for campaign/policy information, data and resources, groups interested in joining MAG-Net, MAG-Net members who want to highlight their local work)
- **Journalists** (people writing stories about CMJ/MAG-Net or issues related to our work, and or looking for press materials)
- **Partners** (people who are collaborating with CMJ/MAG-Net but are not a part of the membership, seeking facts, resources and tools)

Secondary Audiences

- **Potential allies and general users** (people seeking more information about CMJ/MAG-Net, our strategies and media rights and access fights)
- **Employees** (people doing policy/communications work, engaging with our base, in need of information for funder reports, and/or are driving org communications)

Supported User Stories

The ideal websites will support the following capabilities:

- **Current and potential funders/donors**
 - View information that tells a compelling story of CMJ/MAG-Net and the media rights and access fights, supporting the urgency of giving
 - Offer a way for people to delegate where their donation goes (e.g. programs, operations, trainings, wherever it is most needed)
 - Visit a page that allows them to make a one time or monthly recurring credit card donation
 - Visit a page that gives them instructions on making a donation by check
 - Read about how their donation will be spent and impact achieved
 - Share ways to donate with colleagues, friends and family
 - Easily access a page that includes a list of major funders (for funders not potential donors)
 - Easily access a page that includes general information about CMJ/MAG-Net
 - Easily access a page that includes What We Do
 - Easily access a page that includes list of entire staff and training network
 - Easily access a page that includes list of the Board of Directors
 - Easily access a page that includes a multimedia timeline/background of CMJ (including previous history as the Youth Media Council)
 - View a page that allows for submissions of quotes/testimonials

- View CMJ/MAG-Net privacy policy
- **Clients** (in addition to all of the above)
 - View upcoming (displayed prominently on the front page) and past events
 - Register for free or paid trainings
 - Download resources (eg presentations) for upcoming/past events
 - Share event pages with peers/colleagues
 - Read and share best practices and tips for effective strategic communications and media planning (via CMJ resource section and Tumblr)
- **Current and potential MAG-Net members/partners**
 - Access a rapid action center which contains current Action Alerts as well as background information including tools, studies and reports about current media rights and access fights
 - Access campaign pages and get the latest campaign updates
 - Download factsheets, briefs and other information about current policy issues
 - Learn MAG-Net/CMJ CultureSHIFT strategy (outlined above) for racial justice
 - Learn about cultural strategies members are using to impact issues
 - Submit relevant studies or reports for inclusion via online submission form
 - View a page with an interactive map of MAG-Net membership broken down by region
 - Easily share downloadable and linkable documents and information
 - E-commerce page where members can sell and promote their own products and materials
- **Journalists**
 - View the latest press releases from CMJ/MAG-Net
 - View past press releases
 - View a page that includes contact information for media inquiries
 - View a toolkit for campaigns/issues where there is presswork happening
 - Search for articles which feature CMJ/MAG-Net spokespeople, partners/allies
- **Potential allies/general users**
 - View Home Page on both sites that link to data/resources, rapid action center, press, about us, sign up for email updates, and submit information sections
 - View home page that includes prominent buttons to Join Our Network and Donate
 - View Home Page that includes short description of and links to the top sections within the Data & Resources section
 - View Home Page that includes rotating pictures, rotating quotes, latest updates, multimedia (video/audio) products, #MediaJustice Twitter feed and RSS feed for MAG-Net membership
 - View Home Page that includes information about upcoming events
 - View Home Page that includes links to latest actions and versions of email updates
 - View contact information
- **Employees**
 - Create a new web page
 - Edit or delete existing webpage
 - Preview a web page before going live

- Move webpage to a different place in content hierarchy
- Enter quotes/testimonials to rotate on the home page
- Track web statistics through google analytics
- Track web downloads of content
- Manage resources, tools and uploaded documents
- Manage links
- Manage resource center
- Manage rapid action center
- Manage blogs (via Tumblr)

TIMELINE

- This RFP is dated November 1st, 2013. Proposers may also request a copy be sent via mail by contact Brandi Collins at brandi@centerformediajustice.org.
- Proposals are due no later than November 20th, 2013
- Proposals will be evaluated on the rolling basis. During this time, we may require interviews by phone with the Communications & Marketing Manager and Executive Director during the last two weeks of November
- The name of the candidate firm who has been selected will be decided on or about November 25th
- Negotiations will begin immediately with the successful candidate and should conclude no later than December 1st
- All other candidates will be notified once the firm is selected and the contract finalized.
- Phase I of the project should be completed and delivered by February 10th, 2014 barring any complications
- Engagement and work complete and the web site live – deliverable date by April 10th, 2014

BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance for the website.

Listing pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing or Deployment
- Hosting: Our preference is that both sites be hosted on Wordpress, with certain pages customized within either Salsa Labs or NationBuilder. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

CMJ has allotted \$22,000 for design and development.

SCOPE AND GUIDELINES

The scope of this project is to merge the existing Center for Media Justice and Media Action Grassroots Network websites. The in-house marketing and communications team will create/provide all of the site copy and provide the successful candidate with the original and stock photography. The site must include a technology solution, which allows the in-house staff to easily and cost-effectively update content and modify site design after initial launch.

Discovery

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing and budgetary constraints, resulting in a creative brief.

Design

Website information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Key Features: CMJ Front Page

- Site should maintain basic design elements but with improved feature design – including increased capacity to host and share multimedia content
- Toolbar Sections: About; Network (should take you to the MAG-Net); Trainings; Rental Space; Blogs (should take you to tumblr page); Tools
- Secondary Toolbar Sections: Donate; Social Media; Pressroom; Contact

Key Features: MAG-Net Website

- Main navigation: About (MAG-Net, our members); Join (recruitment page/materials); Act (rapid action); Learn (online resource center); Support (donate page)
- Rapid Action Center
- Pressroom/News Center
- Resource Center
- Multimedia/Video Center
- E-Marketplace

Key Features: Tumblr Sites

- Customized fonts and colors consistent with CMJ and MAG-Net branding
- Customized background and header images
- Distinct Index, Permalink, and Page Layouts
- Featured Tag Navigation
- Twitter Updates and Hovercards
- Google and Clicky Analytics Tracking

Testing:

Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

Delivery:

Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

Tracking:

Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitor behavior and improve web site performance and availability. (This may be offered through hosting service.)

AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

We will use much of our existing web content. New content will be identified through interviews and user surveys

We have a Salsa database that will need to be imported or connected to the new site.

We have existing e-Commerce systems, web forums and tools that will need to be imported to the new site

STAFF RESOURCES

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by three roles:

Project Lead: Responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders (Association Staff Leadership Team, Board Members) – Malkia Cyril (Executive Director)

Project Secondary Lead: Responsible for sign off and resolution of detail decisions, supporting project steering – Darshan Khalsa (xxx)

Project Manager: Responsible for keeping the project on schedule and within the budget. Maintains communication between other team members – Brandi Collins (Communications Manager)

QUALIFICATIONS

- List the three to five (3-5) web sites 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
- Describe your experience in producing sites for non-profit and/or community-focused projects
- Provide current reference information for three former or current clients

- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.)
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart
- Provide a company profile, length of time in business and core competencies
- Briefly describe the percentage of your web staff that would end of working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%
- 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
- Briefly describe your firm's project management process
- Percent of total revenue derived from site developments and other business ventures.
- Explain your business model
- Please discuss any planned IPOs, mergers or acquisitions
- Please discuss any hardware/software vendor partnerships
- Please discuss your testing and support plan
- Please explain your service level agreement (SLA) structure
- Time frame for completion. The timeframe for completion of the project will be evaluated. In addition, timeframes will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Terms and conditions

EVALUATION CRITERIA

The following criteria will form the basis upon which Center for Media Justice will evaluate proposals. The mandatory criteria must be met and include:

Three (3) copies of your proposal must be received no later than 5:00 PST, November 5th, 2013. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Brandi Collins
Center for Media Justice
436 14th St, Suite 500
Oakland, CA 94612

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 viewers
- 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. As a non-profit institution, CMJ 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 web site and other collateral as a CMJ supporter and partner

Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the timeframe needed.

Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

Demonstrated commitment to high service level agreements (SLA).

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 35 pages.

Title Page:

Center for Media Justice, Web Site 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 timeframe noted in Section 5 (3-10 pages).

Qualifications:

Provide the information requested in Section 12 (10-20 pages).

Budget and Fees:

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I and Phase II.

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.