

Pension Rights Center

Request for Proposals – Web Site Redesign

Overview

The Pension Rights Center (the Center) is requesting proposals to redesign its web site (<http://www.pensionrights.org>) and implement new features. The Center is a nonprofit consumer organization dedicated to protecting and promoting the retirement security of American workers, retirees, and their families. We expect the firm we select to have a background in developing web sites that engage online audiences and are geared toward increasing and retaining visitors.

The Center's web site is currently maintained in Macromedia Dreamweaver 8. We would like to migrate all web site content to a content management system (CMS) with various levels of permissions that would allow the web site to be easily updated by a basic Internet user.

The Center has recently selected a new logo (see final page of this RFP), which will be incorporated into the web site's new design. Our goal is to make our web site more user-friendly while incorporating elements of Web 2.0.

Candidates should direct all questions about this RFP to Joellen Leavelle, the Center's Outreach Manager at jleavelle@PensionRights.org

Purpose, Description and Timeline

Purpose

The Center's current web site does not have the look, functionality, content management system or features that we feel are necessary to capture and engage our core audiences. We would also like to make our site more interactive and easier to navigate.

At this point, the Center is pleased with the content on our site, but the design (especially in terms of navigability, functionality and organization) and back-end of the site are not user-friendly and have limited functionality. We want a site that is:

- more appealing to users,
- does not hide links three or four clicks deep on the site, and
- is easy for the Center's web site team to update.

The Center will assume full responsibility for providing web site content. All content, coding, and graphics will become the sole property of the Center. The site must be delivered in a way that allows all content and functionality to be easily edited by the Center's web site team.

Upon completion of the redesign and launch, the Center may want the firm it selects to handle various maintenance and updating tasks and/or to provide a graphic redesign for one or more other Center-related web sites.

Description

The Center's new web site will incorporate its new logo. The successful proposal will use a clean, easy-to-read design that has pages that are easy to update and a page hierarchy system that is easy for visitors to the site to navigate.

Site navigation is something we want to give special attention to as our current site has many links that are buried and often hard to find. We are not opposed to altering top-level categories as they are currently organized.

Providing content and making updates to the site will be primarily handled by the Center's Outreach Manager, who has a working knowledge of HTML. All components, however, should be able to be used by someone with no knowledge of HTML. All individuals updating the site will know how to use WordPress and Microsoft Word, and it is the Center's hope that the text editor built into the site will work in a WYSIWIG format.

Timeline

This proposal is dated February 25, 2010. Proposals are due no later than March 12, 2010. Proposals will be evaluated immediately thereafter. Finalists will be interviewed. We hope to have decided on a vendor by April 2, 2010, and we hope to launch the new site by August 27, 2010.

Organizational Background**The Pension Rights Center's Mission**

The Center was founded in 1976. It is the country's only consumer organization dedicated solely to protecting and promoting the retirement security of American workers, retirees, and their families. Our activities are focused on legal assistance and public policy.

Legal assistance: We provide legal training and technical assistance to small nonprofits around the country that provide legal assistance to individuals seeking help in understanding and enforcing their legal rights. Another Center web site, www.pensionhelp.org, helps connect people who have questions about their retirement plans with the resources that may be able to answer their questions. However, the Pension Rights Center web site is often the first resource that people come across when seeking help with their pension.

Public policy: We advocate on behalf of workers, retirees and their families to ensure that their interests are represented in the development of the nation's retirement income policies. We also write fact sheets on legislation and laws to educate consumers about the ways various laws affect their retirement security. The Pension Rights Center web site is an important vehicle for publicizing our policy positions and communicating with our activists.

Audience and Statistical Information

The audience for www.pensionrights.org includes:

- Policymakers, including congressional and federal agency staff, and others seeking information on retirement policy issues from the worker/participant perspective;
- Aging organizations and legal services providers;
- Media and opinion leaders;
- Individuals seeking assistance with questions about their retirement plans – these are often older Americans whose computer skills may be limited;
- Foundations and other potential funders;
- Grassroots activists, and national retiree, employee, women's and consumer organizations; and
- Scholars, researchers and others concerned about retirement income policies.

Statistical Information as of January 4, 2010

- **Average Time on site:** 2 minutes 34 seconds
- **Pages per visit:** 3.01
- **Top ten most-visited pages:**
 - o <http://www.pensionrights.org/>
 - o [http://www.pensionrights.org/pubs/facts/401\(k\)-match.html](http://www.pensionrights.org/pubs/facts/401(k)-match.html)
 - o <http://www.pensionrights.org/pubs/facts/cola-chart.html>
 - o http://www.pensionrights.org/pubs/facts/company_list.html
 - o <http://www.pensionrights.org/help.html>
 - o <http://www.pensionrights.org/pubs/facts.html>
 - o <http://www.pensionrights.org/news/pensions.html>
 - o <http://www.pensionrights.org/news.html>
 - o <http://www.pensionrights.org/policy.html>
 - o <http://www.pensionrights.org/pubs/facts/how-well-funded.html>
- **Browsers used:** Internet Explorer -- 78% ; Mozilla Firefox -- 15%; Safari, Chrome, Opera, Netscape and others -- 7%
- **Screen Resolution:** 88% of visitors to our web site use a screen resolution of 1024x768 or higher.
- **Geographic region:** 93% of visitors to the site come from the United States, mostly from New York and California.

Scope and Guidelines

The scope of the project is to rebuild the Center's web site in a CMS. The platform should be able to accommodate future development and changes that need to be made as the Center sees fit. The web site should also contain an editing tool that can easily be used by anyone with a working knowledge of Microsoft Word. The editor should function in both HTML and WYSIWYG formats.

Discovery and design

Meet with Center staff (in-person or via conference call) to review proposal. Develop site map and navigation documents, using much of what is in place on the current site. Design new look and develop new page templates that match the Center's new logo.

Site development

Develop test site that integrates desired features mentioned in this RFP. Propose, design and develop new features and migrate existing content to new templates and design.

Testing and deployment

Build and test all elements before making new site live. Deliver final editable documents to the Center. During the development stage, the Center should have the ability to view the test site at all stages of redesign and implementation. The new site should be tested on all major browsers at various resolutions (all standard resolutions between 800 by 600 and 1280 by 1024) on both PC and Macintosh platforms, including, but not limited to, the two most recent versions of Internet Explorer, Mozilla Firefox, Safari and Opera.

Hosting company

Please include in your proposal recommendations for a hosting company that is green, progressive and reliable. The Center reserves the right to ask the vendor to work with a hosting company other than one recommended by the vendor.

Goals of Redesigned Web Site

The Center would like to achieve the following goals with its redesigned web site:

- Inform visitors to the web site of the latest news about Center activities and retirement policy and legal developments;
- Provide visitors with efficient access to helpful resources and information that can assist them with their individual retirement income problems and questions;
- Encourage visitors to the web site to regard the Center as the leading site for news and issues related to retirement income policy from the consumer/ worker/ retiree perspective;
- Educate visitors to the web site about the activities the Center is performing on their behalf;
- Educate elected officials, the media and the public about issues related to retirement income security;
- Promote the Center's activities and perspective on retirement income issues;
- Encourage web site visitors to donate to the Center;
- Facilitate civic engagement and advocacy on retirement income policy, including writing letters to members of Congress about proposed legislation and commenting on pending regulations;
- Increase the number of people reading and subscribed to our blog and e-newsletters;

- Educate and inform visitors about the Pension Counseling Information Program, PensionHelp America, Retirement USA, the Conversation on Coverage, the Women's Pension Coalition, and other Center initiatives; and
- Encourage visitors to explore the various sections of the web site.

Desired Features

The Center would like its web site redesigned to incorporate the following elements and features:

Back-end design features:

- Content Management System with various levels of permission (e.g. writer, editor, administrator);
- Ability to revert to older versions of pages (perhaps the last two edited versions);
- RSS feeds;
- Tag all web site content and ensure that it appears on pages with similar tags;
- Design should accommodate all major browser types and various screen resolutions;
- An editor that easily allows content to be switched with rich text. We would also like a rich text-based editor for visitors to use when they enter text on our site (especially in blog comments);
- Fast-loading pages;
- The site should be built so that a Center staff member with basic computer skills can control most of the back-end functions;
- Web site must be compliant with Section 508 of the Rehabilitation Act;
- Integration with our current CRMs (Capwiz and Salesforce);
- A system for hosting and streaming audio and videos;
- Search engine optimization;
- 404 error and 301 redirect pages;
- The ability to create named anchors within pages;
- The ability to schedule updates to pages;
- The ability to see who edited previous versions of pages; and
- The ability for the CMS to change all appearances of a URL if the URL of a page itself is changed.

Front-end design features:

- A home page that incorporates three to five rotating images that illustrate aspects of the Center's work;
- A space for the top few news articles on the home page;
- Incorporate images throughout the site;
- Intuitive navigation;
- Relocate functional buttons to the top of the page;
- Printer-friendly pages;
- Boxes containing pension facts in all pages of the web site. These facts should rotate each time a page is refreshed so that they change frequently;

- A search box at the top of all pages. The search box should clear when the cursor is placed inside it, and search results should be cached so that they appear when users hit the “back” button;
- Separate forms that enable users to contact us, submit help requests, and submit media inquiries;
- A “Share This” button for all pages on our web site and blog;
- An improved hierarchy for organizing our fact sheets, publications, reports, legislation, presentations and other resources;
- Promote PensionHelp America, the pension counseling projects, and Retirement USA on the home page;
- Add related content to specific sections (e.g., “Sign up for Pension Action” in the Action Section and “Learn More about the Pension Protection Act of 2006” in the Legislation section);
- Create a “Press Room” or “News Room” that includes press releases, PRC in the News, the current “Presentations” section, a PRC Letters page, a media inquiry contact form, our most recent blog posting, and our last few tweets;
- Text increase/decrease buttons that work for all web site content; and
- Creative commons copyright notice on all web site pages.

Other

- A style guide written in collaboration with the Center’s Outreach Manager.

We encourage vendors to include in their proposals other suggestions not listed above to improve the functionality and appearance of the web site.

Existing Technology

The Center uses the following technologies for various tasks. We are open to other solutions, but, except for Dreamweaver, we prefer to continue with the technology we currently use.

- Dreamweaver to update the web site
- Capwiz from Capitol Advantage for advocacy outreach. The Action section of the Center’s web site is integrated with Capwiz. The Center and the selected vendor will work with representatives from Capwiz to redesign the section.
- Adobe Photoshop CS2 and Microsoft Paint to manipulate images
- Google Analytics
- Google Search
- Google Translator
- Network for Good to receive online donations
- Feedburner for subscriptions to our blog
- Listserv.com for our two listservs. These interfaces will also need to be redesigned.
- Vocus as the media database

- Profiles on both Facebook and Twitter
- At the time of writing this RFP, the Center is in the midst of a transition from a FileMaker Pro 6 database to Salesforce for constituent relationship management. We wish to integrate the updated site with Salesforce so that we can capture e-mail addresses and relevant information from visitors to our web site who subscribe to our e-newsletters and/ or blog.

Staff Resources

The Center's Outreach Manager will work with the selected vendor through all phases of the project. She and the Center's Director will have the final say on the web site. All questions or comments should be communicated directly to the Center's Outreach Manager. It may be necessary for the selected vendor to work with some of the Center's other contractors. The Center's Outreach Manager will facilitate these interactions.

Proposal Guidelines and Budget Requirements

This is an open and competitive process. Proposals received after March 12, 2010 may not be considered.

In your proposal please submit an itemized bid that includes all fees, charges, etc. Proposals that list costs based on various features and options are encouraged. Please use the elements included in the "Desired Features" section of this RFP as a starting point for the ideas included in your proposal. The Pension Rights Center is a 501(c)(3) nonprofit organization and is tax-exempt.

The budget must encompass all design, production and software acquisitions necessary for development and maintenance of the web site. If your proposal requires the hiring of subcontractors, please list them in your proposal. All subcontractors and the work they will perform must be identified in the proposal. We retain the right to refuse any subcontractors you have selected.

Contract Terms

The Center will negotiate contract terms upon vendor selection. The contract will outline terms, scope, budget, timeline and any other relevant items.

RFP Requirements

- Provide a company profile, length of time in business and core competencies.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, office location, etc.).
- Detail how many full-time staff your firm employs and detail which staff would work on this project.
- List the URLs and describe three web sites your firm has produced that best reflect your work and that are most relevant to this project. Briefly list the role your firm played in each project.

- List any sites you have worked on for nonprofit organizations. The Center is a 501(c)(3) nonprofit organization.
- Provide current reference information for at least three recent or current clients for whom you performed work similar in scope to this project.
- Discuss any hardware/software vendor partnerships.
- Discuss your testing and support plan.
- Detail your proposal for ongoing service, if necessary, past the launch point.
- Propose a timeline for completion of this project. The timeline will be part of the contractual agreement; therefore, a realistic timeline for completion is requested.
- Include terms and conditions.

Evaluation Criteria

Your proposal must be received no later than March 12, 2010. Your proposal must include a budget as described above.

Send proposals to the attention of:

*Joellen Leavelle
Outreach Manager
Pension Rights Center
1350 Connecticut Avenue, NW
Suite 206
Washington, DC 20036*

E-mailed proposals are preferred. Please e-mail your proposal to jleavelle@PensionRights.org.

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

- Suitability of the project: The proposal 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.
- Candidate experience: The candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- The total cost of the project
- Proposal presentation
- A demonstrated commitment to clients, based on client references.

Questions & Further Information

You may contact the Joellen Leavelle at (202) 296-3776 or jleavelle@PensionRights.org with any questions about the project or with a request for more information.

New Pension Rights Center logo

