

**Hardy Girls Healthy Women
Request for Website Design & Development Proposals**



**Request for
Website Design & Development
Proposals**

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Hardy Girls Healthy Women Request for Website Design & Development Proposals

Summary

Hardy Girls Healthy Women is accepting proposals to design and develop the organization's website. The existing website (www.hghw.org) was designed in 2004 and is maintained by on-staff resources.

Proposal Guidelines and Requirements

Proposals must be received by March 19th, 2010. 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.

Description and Objectives:

Description

Currently, HGHW's web presence is outdated in appearance, structure and functionality. We want a redesign of the site to better reflect the mission and scope of HGHW with better usability and functionality. Upon completion of the development of the site, HGHW will assume full responsibility for web site content maintenance and administration. All content, coding, and graphics will become the sole property of Hardy Girls Healthy Women.

We are seeking a complete site rebuild that mirrors our shift from a local to national program, integrates more interactive features, and allows for increased capacity for fundraising, e-commerce, and event registration. Additionally, the new site must be scalable and adjustable with HGHW growth.

Our current site is text-heavy, and media-light, does not reflect the scope or impact of our programming, trainings or resources for adults. It is difficult for users to navigate the site and find content they're looking for. Because our site is so reliant on text, navigating our site requires a lot of reading and scrolling.

We want a site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.

Our new site will need to reflect the depth and breadth of Hardy Girls' work and tell the organization's story, champion our strengths, and inspire confidence and favorability among our visitors. We want our web visitors to know that Hardy Girls is smart, sassy, edgy, and fun, that we have resources that serve girls and communities nationally, and that we are different from other girl-serving organizations.

We like our logo, the bright colors, and the images of girls. We want to create a more interactive and dynamic site, where visitors can connect with us on SNS, stream video, access blog posts, see photos, and find the information they want easily.

To be effective, our web site must be:

- Easy and intuitive
- Visually pleasing
- Informative

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- Safe and secure
- Quick to load and operate

To date we have worked with a web strategist who has made recommendations for content management system, e-commerce, event registration, and donation modules. Our desire is to stick with the following recommendations unless a case can be made otherwise:

CMS: Drupal

Event registration and online donation form: Wufoo

E-Commerce: PayPal

Objective

Our primary website objective is to continue to build brand identity, awareness, and interest in the organization and the programs and resources we provide. Additionally, the HGHW site is a vehicle for registering for events, purchasing items, and making donations.

Timeline

Proposals are due no later than 5:00 pm, Friday, March 19th, 2010.

Phase I of the project must be completed and delivered by April 30th, 2010.

Engagement work complete and web site live – deliverable date to be determined during Phase I, but no later than May 31st, 2010

Budget

Please provide a cost proposal to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment

Organization Background

Hardy Girls Healthy Women provides programming and resources to support girls' healthy development, critical thinking, and social activism. For ten years, HGHW has offered direct service programming in Maine and resources including training, workshops, information, and curricula to individuals working with girls around the US and elsewhere. Beginning in 2010, Hardy Girls is launching a girl-driven media literacy and social activism movement called Powered by Girl which will be hosted separately but will drive traffic to the HGHW.org site.

Products and Services Overview: 2009 Program Highlights

In 2008-2009 program year, HGHW delivered direct service programming in central Maine to more than 600 girls ages 7-18, trained more than 200 adults working with girls in New England, and provided curricula, tip sheets, workshops and other resources to thousands of girls and adults throughout Maine and the country. These programs and resources include:

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- **Girls Rock! Weekend** - Girls Rock! Weekend consists of a series of events (including the annual Girls Unlimited! conference) aimed at celebrating girls' voices and achievements while educating them about important issues. Events have included a film screening, open-mic poetry mashup, live music concert and the Girls Unlimited! Conference. In 2009 Girls Rock! brought even more girls from the greater Waterville area together and experienced coalition, violence prevention, critical thinking skills, and how to create the world they want for all girls. 2009 marked the first ever Girls Rock! Awards, which honored six nominees, who were using their voices in bold and powerful ways to make Maine a better place for all girls. The awards were presented to girls ages 12-19 who were making a difference for all girls so that their actions may inspire others.
- **Girls Unlimited! Conference** - Eleven years ago, GU! was the genesis of HGHW. Since that time, we've been creating a hardiness zone for girls called the Girls Unlimited! Conference. Girls in grades 5-8 get to spend a day broadening their horizons in workshops and activities designed to challenge and lead them to develop a more critical thinking process about the world around them and their place in it.
- **Girls Advisory Board** – the Girls Advisory Board (GAB) is composed of young women from 8th to 12th grade who apply to become members. GAB provides opportunities for leadership experience, engaging in social action projects, and keeping the organization current on challenges facing girls today. The GAB girls publish a 'zine by and for girls called GWAVE (Girls With Active Voices Everywhere) which focuses on deconstructing media stereotypes, celebrating women and girls making a difference in their communities, and providing candid reviews of books, films, and other media.
- **Girls Coalition Groups** - Comprised of middle school girls and adult muse facilitators, the groups meet weekly to create a coalition of girl allies and to reduce girlfighting by discussing media literacy and how to proactively change the culture through social action projects, such as creating their own 'zine or drafting a sexual harassment policy for their school. The groups also discuss what it means to be an ally and ways to support all girls and each other. The Girls Coalition Groups are based on the curriculum 'From Adversaries to Allies: A Curriculum for Change', authored by Lyn Mikel Brown, Ed.D and Mary Madden, PhD.
- **Adventure Girls** - An interactive program for girls in grades 2-6, Adventure Girls gives girls the opportunity to meet once a month with women who are defying gender stereotypes and challenging notions of what a girl or woman "should" do or be. Adventure Girls brings girls together with college mentors and women facilitators to learn how mountaineers, race car drivers, boat captains, and other daring women chose to do what they do and how they've found the courage to follow their dreams.
- **Training Institute** – The Training Institute was established in 2008 with the purpose of building communities' and individuals' capacities to provide strength-based programming to girls and to grow Hardy Girls' capacity to generate income, increase geographical impact, and expand Hardy Girls' market. The Training Institute programs include:
 - **Trainings in Hardy Girls Healthy Women Theory and Practice** – In-depth trainings that champion Hardy Girls approach to delivering programs and services and include hands-on activities, small-group discussion, and skill-building for educators, parents, healthcare workers, social service providers, and policy makers.

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- **Curricular Materials and Resources** – From Adversaries to Allies, Ugly Ducklings Community Action Kit, Adventure Girls In-A-Box
- **Learning Circles** – An online community that supports the ongoing work of training participants through quarterly chats, a forum for discussion and troubleshooting, a schedule of events, a listing of HGHW resources, downloadable tip sheets, activities, and supplemental material for curricular materials. The learning circles are subscription-based and members must renew annually. 1st-year subscription is included in training registration fee.
- **Workshops** – Less in-depth than the trainings, these workshops can be done for girls or adults on topics such as media literacy, relational aggression/girlfighting, social activism, and body image. Workshops range in length from 1-3 hours depending on customers' needs.

Geographic Area Served

Hardy Girls' direct service programs serve girls in Maine. HGHW's resources, including the Training Institute have been accessed by individuals in 40 different states, Canada, and Australia. HGHW's Powered by Girl campaign will be focused on the US and Canada.

Member Demographics

HGHW's programs serve girls in 2nd-12th grade. The Training Institute resources are primarily accessed by women (~95% of customers) working with girls in schools, after-school programs, camps, social service programs, and sometimes parents.

During our website strategy sessions, we came up with the following personas for use of the HGHW.org site:

Persona: Teacher / Unaware

Education: BA and MD

Internet Savvy: Not super savvy / uses the phone

Career: Guidance Counselor in N.C.

Story: Teaching for long time. Seen a lot of kids and is comfortable categorizing them (mean, nice bullies etc.). The School Bullying program in her school is not working for everyone and she's looking for a solution to that particular problem. She wants to fix that problem or perhaps even fix a particular child.

Big Goals:

Keep her school running smoothly

Fix the girls that are problem girls

Looking for answers and best practices

Specific Goals:

She wants to ask specific questions

Wants a quick solution to her problem

Looking for a 1 day workshop in her area

Looking for other organizations and resources locally

Looking for books and tip sheets.

Persona: School / Beth

Age: Mid 30s

Education: BA & MED

Internet Savvy: We know she uses email regularly

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Story: Came to Resource Center and wanted to start a girls lunch group. She was seeing some issues with younger girls (4th and 5th grade) and wanted to use the HGHW curriculum. She has energy and wants to make things happen.

Big Goals:

Address issues with younger girls
Create a place where kids feel safe and respect each other
Professional Development
Connect with other guidance counselors.

Specific Goals:

Seek funding to develop programs an/or get trained
Get HGHW to participate in MESCA
Share and use best practices
Help test pilot new curriculum

Persona: Parent / Unaware / Elena

Age: 20-45ish

Education: Unknown

Internet Savvy: Sent email to info@ address

Story / Big Goals / Specific Goals:

Wants to meet other moms who are like minded
looking for local chapter or sister organization
wants to start early
Interested in community building
Raise a strong and empowered daughter
Believes in "takes a village" and wants to create a richer community for daughter
Join mailing list
Access resources, get some good books / get a reading list

Persona: Parent / Homeschool mother

Age: Mid 40s

Education: BA

Internet Savvy: Comfortable with email / mostly uses the phone to connect with HGHW.

Career: Stay at home mom / home school teacher

Story: Got to know HGHW through a presentation she saw. She is an Adventure Girl Program Partner.

Big Goals:

Shut down the media. Put TV in closet
Educate daughter and provide interesting opportunities for educational experiences
Build hardiness zone in her home school community

Specific Goals:

Sign up for events
Learn how to deliver programming
Connect with other parents
Make donations / see value in those gifts
Let other people know about the good work that HGHW does
Borrow resources

Persona: Community educator at domestic violence prevention program

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Age: Early 30s

Education: BA?

Internet Savvy: Cyber Safety workshop provider / she's savvy

Career: Education Coordinator at Rape Crisis center and does workshops in schools and is a RAD instructor.

Story: Mom w/ 5 yr old boy. Massage therapy background. She got involved with HGHW based on intro re: Film they were cosponsoring. She joined the Programs Committee. She is radical.

Quote: "I've experienced real violence against women and I know what's at stake. I know what's at stake not taking risks and tiptoeing around." and "A world free from violence against women."

Big Goals:

Believes in collaboration w/ other orgs & agencies (it takes a village)

Raising a feminist son

Be involved in creating safety for girls and women

Specific Goals:

Borrows videos

Wants to spread word about her program

Share resources between agencies (recordings and videos)

To be a referral resource

share information w/ HGHW about specific communities or schools

Persona: Parent, Girl Scout troop leader

Age: Mid 30s

Education: BA

Internet Savvy: email savvy / used internet to get to know HGHW

Career: Department of Education admin and HIV education coordinator

Story: She's been with HGHW for 5-6 years. She has 2 daughters. She's not too radical but knows that there is something missing for girls.

Big Goals:

Expand daughters experience beyond girl scouts

Be involved in daughters' lives and enhance those relationships

Specific Goals:

Integrate resources into everyday life

Get new research reports

Download tip sheets

Looking for more opportunities

May want to volunteer

Sign up for programs

Scope and Guidelines

The scope of this project is to design and develop a new HGHW website. HGHW's team will create/provide all of the site copy and provide the firm with the necessary original and stock photography. A firm that can handle all site planning, interface design and production is required. The site must be built in a way that allows the in-house staff to easily and cost effectively update content and modify site design after the 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.

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Design

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

Development Guidelines

The web site designed by the successful candidate must meet the following criteria:

- Create or utilize a content management system that will permit non-technical HGHW staff to instantly update web site content on all pages.
- Convert substantial amounts of existing content to new web site.
- Integrate modules for e-commerce, event registration, and online giving
- Be visually appealing with an attractive mix of text and graphics.
- Have a consistent design – each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Provide necessary software and licenses to maintain site internally.
- Integrate a share feature (for email, Twitter, Facebook, Digg, Reddit and other popular social media)
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits HGHW to maintain a single database of users and e-mail each according to their area of interest and profile.
- Provide training and all necessary support to permit easy use by HGHW staff.
- Must use best practices for usability
- Must have report generation capabilities for event registration, ecommerce, and donations

Project Management – An assigned project manager will be made available to present information and coordinate with HGHW staff, including a reasonable number of meetings to present design and development solutions.

Once the web site has been completed and accepted by HGHW, the web site design and all of its contents, software and architecture become property of HGHW.

Site Specifications

Hardy Girls Healthy Women encourages creativity in the proposals submitted; however there are certain requirements for the web site project. Your proposal must account for all of these requirements.

- Site must be compatible with IE versions 4.0 and higher and Firefox versions 3.0 and higher.
- Web site must not require plug-ins as a default.
- Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.

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- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 4 seconds or less on the average computer (using a 56K modem).

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 an outside third party

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.

Web traffic analysis

- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

Staff Resources

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

Project Lead: Responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders - HGHW Executive Director, Megan Williams

Other team members and content stakeholders will include:
HGHW Marketing and Communications Committee

Qualifications

- List the three 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?
- Provide a company profile, length of time in business and core competencies.

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- Briefly describe the percentage of your web staff that would end up working on this project relative to your entire staff (using full time equivalents).
- 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 your testing and support plan.
- Please explain your service level agreement (SLA) and pricing structure.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame 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.

Proposal Delivery

Deliver proposals to the attention of:

Megan Williams, Executive Director
Hardy Girls Healthy Women
PO Box 821 Waterville, ME 04903-0821
megan@hghw.org

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Appendix A

Sites we like:

www.truechild.org – very clean site – lots of white space makes it easy to differentiate the sections of the site, but they use bold colors well. Their four focus areas along the bottom communicate their focus areas clearly, and the flash images highlight their upcoming events, hot topics, and resources in a way that makes their site content seem fresh.

www.hrc.org – I like the panel at the top of the page, whereas our current layout has these options on the far left. I also like the dropdown option under each panel listing. I think this concept could help us organize our website better.

www.girlsinc.org – I love the simplicity of their opening page. It would be great if we could do something similar, but with more color, and the upcoming events scroll-box to one side of the picture.

www.girlsinc.org – We like the single entry point – from the homepage you can find easily where you want to go, the scrolling pictures on the main page and the easy navigation from there for information. We also like their girls' site but know that girls aren't frequent visitors there.