



National Immigrant Justice Center

Request for Proposals
Website Design & Development
June 9, 2010

www.immigrantjustice.org

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1. SUMMARY OF PROJECT

Heartland Alliance's National Immigrant Justice Center (NIJC) is accepting proposals to redesign and develop the organization's web site, www.immigrantjustice.org. NIJC is a Chicago-based non-governmental organization which provides direct legal services to and advocates for immigrants, refugees, and asylum seekers through policy reform, impact litigation, and public education.

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 existing NIJC website was originally designed and produced in 2006. The site's content is maintained with in-house resources, with an outside company (the site's original developer) contracted to provide technical support and troubleshooting when necessary.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process. Proposals will be accepted until Friday, June 25, at 12:00 p.m.

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. NIJC 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

NIJC will negotiate contract terms upon selection. All contracts are subject to review by NIJC 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

NIJC currently has a web presence that is outdated in appearance and structure and limited in functionality. An opportunity exists to re-engineer the site to better reflect the mission of NIJC and incorporate sharing and social media elements now missing. Upon completion of the development of the site, NIJC will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of NIJC.

Objective

The website should fulfill the following objectives:

1. Be a public face for NIJC's work, including the organization's direct legal services, policy advocacy, and federal litigation.
2. Increase NIJC's online presence as a leading expert on immigration policy, particularly as it relates to preservation of due process and human rights for individuals caught up in the U.S. immigration enforcement and detention system.
3. Provide simple and accessible information for clients and potential clients about how to contact and obtain immigration legal services from NIJC, as well as other basic information about rights immigrants have under U.S. law.
4. Provide information and documentation for a network of more than 1,000 *pro bono* attorneys who represent NIJC clients. Some of this documentation must be password protected so as to be accessible only to approved practitioners.
5. Publicize NIJC-sponsored events, including the annual Midwest Light of Human Rights Awards fundraising luncheon, legal trainings, community outreach events, and events organized by NIJC's Junior Leadership Council
6. Allow supporters to easily donate to NIJC via the Democracy In Action/Salsa constituent relations manager (CRM)

The website redesign is intended to make each aspect of the site more navigable and attractive.

The new NIJC website should allow for a broader use of visual elements such as photographs and multimedia such as video and audio, and expand its capacity to use social media tools such as Facebook and Twitter to promote NIJC stories and events.

Databases and Hosting

Content on www.immigrantjustice.org is currently maintained through the Joomla content management system (CMS). NIJC's web presence is supplemented by campaigns and outreach managed through the Democracy in Action/Salsa constituent relations management (CRM) system. This RFP is for the development of a CMS-based website only, however proposers are encouraged to include suggestions for how a new website could better integrate NIJC's Salsa-based advocacy and fundraising campaigns.

NIJC is open to considering proposals based on any other CMS, and is particularly interested in shifting to a Drupal-based site. Please include in the proposal the reasoning and benefits of using the selected CMS, and solutions to facilitate transition from Joomla to a new CMS if necessary. NIJC will use much of its existing web content and is open to revising what content exists and creating new content. All proposals should include a plan for migrating current content to the new site/CMS.

The new website/CMS should be able to include a broad range of content - from generally static information about programs, to press releases and media information, linked PDF documents, embedded video and audio, and blog posts including metadata. The CMS should be able to host a password-protected section and a registration system similar to that employed on the current website. Proposals can recommend third-party systems to manage some content (e.g., Flickr or YouTube), or other systems for handling these tasks.

The NIJC site is currently hosted by DreamHost. NIJC has been pleased with this service and is inclined to continue with it. Proposals that recommend hosting elsewhere should explain the reasoning for moving.

Structure

Proposals should include recommendations for appropriate structure which reflects the six objectives identified above and provides clear navigation for each sector of NIJC's audience: 1) media and policy makers, 2) pro bono attorneys, 3) immigrants and prospective clients, and 4) current and potential funders and other supporters (see Section 5 for a more detailed description of the site's audience). While each of these groups has unique content, the proposed site structure should allow for content to be shared and linked across categories when necessary.

The site's structure also should allow NIJC to showcase each of the distinct programs currently listed at <http://www.immigrantjustice.org/programs> (Counter-Trafficking Project, Defenders Initiative, Detention, Democracy & Due Process Project, Immigrant Children's Protection Project, Immigrant Legal Defence Project, Jeanne and Joseph Sullivan Project for Protection of Asylum Seekers, and National Asylum Partnership on Sexual Minorities) and allow NIJC staff to easily add new programs. Again, the structure should all linkages between different projects when necessary.

Finally, NIJC plans to develop a blog component of the site where NIJC staff will contribute regular commentary based on their areas of expertise. This content will then be distributed through social networks and the Salsa CRM system in order to draw people back to www.immigrantjustice.org and further establish NIJC as an expert source regarding due process and human rights issues in U.S. immigration law. Proposals should include recommendations for how this blog component should be structured and how it should interface with the rest of www.immigrantjustice.org, either as its own branded blog or as a prominent section of the main site.

Site functionality

The successful candidate must provide the necessary software and licenses to maintain the completed site internally or externally, as decided by NIJC. Recommendations for integrating the site with the Salsa CRM, as well as with APIs from other trustworthy third-parties (e.g., Twitter, Facebook, Flickr, YouTube) are encouraged.

Any given section on www.immigrantjustice.org related to a particular subject area should contain the following:

- Consistent site look and feel
- Static information about the subject that can be easily edited and updated
- The ability for NIJC staff to regularly post and categorize updated content in a manner/structure appropriate for that section
- A graphic or interactive element reflecting the general theme of the site
- Blog posts related to the subject, as identified by post metadata
- Social media content as appropriate (e.g., integrated Twitter updates from responsible staff member, Facebook fan information)
- Related photos and videos, as needed
- Links for visitors to donate to NIJC, share content via email or social networking sites, and sign up for NIJC's action alerts and updates lists

The homepage should:

- include graphic elements/photos that reflect the organization and can be easily changed
- allow visitors to immediately recognize NIJC as an expert source of information about immigration and human rights
- feature NIJC's mission statement: "Heartland Alliance's National Immigrant Justice Center provides direct legal services to and advocates for immigrants, refugees, and asylum seekers through policy reform, impact litigation, and public education."
- include a selection of curated blog posts, news/policy statements, and/or action alerts displayed prominently.
- provide prominent links where visitors can donate to NIJC, connect to NIJC via Facebook and Twitter, and sign up for NIJC's action alerts and updates lists

Pages and posts should:

- each be viewable as a stand-alone article
- include consideration of search engine optimization practices, including proper titles, metadata and links.
- offer visitors the opportunity to share the content via email or social networking sites

Overall site should:

- include a CMS solution that will allow employees to update all content, and integrate blog posts, video, and photos from any contributor.
- be searchable, with search functionality on the site
- include a system to automatically create search engine-friendly URLs using either a custom solution or a third-party API allowing clickthrough tracking.
- be easily integrated with Google Analytics. (Other recommendations for applications which would allow NIJC to track visitor activity and more fully engage visitors are welcome.)

Site specifications

NIJC 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 site development 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.

5. AUDIENCE

Stakeholders and audience groups:

Primary

- Policy makers (including members of Congress and the Executive Branch, and state and local politicians)
- Journalists seeking expert comment on immigration laws and policies, including bloggers
- Fellow human rights and immigrant rights advocates, including members of the detention reform and immigration reform movements
- Clients seeking immigration legal services in the Chicago area
- NIJC's network of 1,000 *pro bono* attorneys who represent asylum seekers and other immigrants
- Current and potential donors, foundations, and other funders

Secondary

- Immigrants outside Chicago seeking basic information about their rights
- Lawyers outside the NIJC network, including criminal defense attorneys, seeking basic information about immigration law
- Members of the public generally interested in immigrant rights
- Potential NIJC staff

6. BACKGROUND OF ORGANIZATION

NIJC is a program of the Heartland Alliance for Human Needs and Human Rights. NIJC promotes human rights and access to justice for immigrants, refugees, and asylum seekers through legal services, policy reform, impact litigation, and public education. For 25 years, NIJC has blended individual client advocacy with efforts to promote broad-based systemic change. The organization's comprehensive programs—focusing on asylum, immigrant detention, unaccompanied immigrant children, human trafficking, LGBT immigration, and victims of domestic violence—set national precedents for protecting human rights within U.S. borders while seeking fair and humane reform of the current U.S. immigration system.

Thanks to the support of more than 1,000 *pro bono* attorneys from the nation's leading law firms, NIJC has made critical advances in the lives of hundreds of thousands of individuals. NIJC provides legal services to more than 10,000 individuals each year and maintains a success rate of 90 percent in obtaining asylum for those fleeing persecution in their home countries. NIJC and its *pro bono*

attorneys have been on the vanguard of federal impact litigation and policy advocacy, setting positive precedents for those seeking human rights protections within our borders.

7. TIMELINE

This RFP is dated June 9, 2010. Proposers may also request a copy be sent via email by contacting Tara Tidwell Cullen at ttidwellcullen@heartlandalliance.org.

Proposals are due no later than Friday, June 25, at 12:00 p.m.

Proposals will be evaluated immediately thereafter. NIJC may request to set up a phone interview to clarify aspects of proposals.

NIJC will select a firm by June 30.

Work should begin by August 1, 2010.

NIJC aims to launch the new website in October or early November 2010. Proposals must include time frames for completion of both phases listed below. Timeframes will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested.

Phase I: Discovery/Planning and Site Definition/Design

Phase II: Site Development, Testing, Training, and Delivery

8. SCOPE & GUIDELINES

The scope of this project is to update the existing NIJC web site. NIJC's communications staff will create/provide all of the site copy and [provide the successful candidate with the most necessary original and stock photography]. A firm that can handle all site planning, interface design, and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

Discovery/Planning

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.

Site Definition/Design

Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links. The successful candidate must provide at least two home page design mock-ups for consideration by NIJC.

Development

The website developed by the successful candidate must meet the guidelines described in Section 4. An assigned project manager from NIJC will be made available to provide information and coordinate with NIJC 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 successful candidate will be asked to provide training for two to five NIJC staff members on use and maintenance of the CMS system and any necessary APIs.

Delivery

Delivery and uploading of site to the host server.

9. BUDGET

Please provide several cost proposals to accomplish both Phase I & II.

The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

NIJC's available budget for this project is expected to be between \$10,000 and \$15,000.

10. STAFF RESOURCES

The NIJC core team involved in development of the new website will be:

Project Manager (NIJC Associate Director of Communications Tara Tidwell Cullen) - Responsible for keeping the project on schedule and within budget, compiling content not currently available on www.immigrantjustice.org, acting as a liaison between the firm and NIJC stakeholders, managing other NIJC staff involved in the website development.

Project Lead (NIJC Executive Director Mary Meg McCarthy) - Responsible for sign-off on key decisions

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.
- Describe your experience in producing sites for non-profit advocacy organizations.
- 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.).
- 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.
- Briefly describe your firm's project management process.
- Please discuss any planned mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.

12. EVALUATION CRITERIA

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

Five (5) hard copies of your proposal, plus one electronic copy, must be received by NIJC no later than Friday, June 25, at 12:00 p.m. Proposals received after 5 p.m. on this date may not be considered.

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

Deliver hard and electronic copies of proposals to the attention of:

Tara Tidwell Cullen
Heartland Alliance's National Immigrant Justice Center
208 South LaSalle Street, Suite 1818
Chicago, Illinois 60604
ttidwellcullen@heartlandalliance.org

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 and meets NIJC's budget requirements based on funding availability. As a non-profit institution, NIJC 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 NIJC 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: “Heartland Alliance’s National Immigrant Justice Center, 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 (3-15 pages).

Qualifications

Provide the information requested in Section 12 (1-2 pages).

Budget and Fees

List budgets as requested above.

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