

Website Redesign and Development Request for Proposal

**YWCA of the City of New York
September 5, 2013**

1 - Introduction

The YWCA of the City of New York (YWCA NYC) has a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute and deliver the redesign of the YWCA NYC's website: <http://www.ywcanyc.org>.

YWCA NYC requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development and deployment.

Sections (2-6) provide information about the YWCA NYC and our needs for a website redesign. Section 7 describes what information must be provided in response to the RFP.

2 - Organization Overview

The YWCA NYC was established in 1858, based on an idea developed in London a few years earlier. Their mission was to provide a haven for young women – both U.S. and foreign-born – by offering safe housing and educational resources. The organization filled an important void in 19th Century New York and quickly grew.

In the 1870s, the YW led the way in job training for women and initiated the first typewriting instruction classes, the first sewing machine classes and the first employment bureau for women. In 1912, the YWCA of the City of New York expanded and built its own training center, with a residence and spacious meeting rooms, at 600 Lexington Avenue. In 1915, the YW bought the 610 Lexington Avenue building and opened the first public swimming pool in New York state. 600 Lexington housed the YWCA national offices, national board meeting rooms and residence facilities until 1980, and 610 Lexington was the New York City headquarters until 2005.

With its historic mission to improve the welfare of girls and women who needed assistance with housing, job training, sex education classes, access to books, physical fitness and friendship, and as a pioneer in race relations, labor union representation and women's health initiatives, the YW led the way for women's rights and social justice.

Today's YWCA of the City of New York is one of the oldest non-profits in the nation. It is independently operated, but connected to a worldwide network of sister YWCAs that serve 25 million people, in more than 100 countries. The YW stands for the elimination of racism and the empowerment of women. The YW runs affordable, high quality childcare centers throughout Manhattan, Staten Island and Brooklyn, as well as after school programs in lower Manhattan, Hell's Kitchen, Coney Island, Sheepshead Bay, East New York and Brownsville for children and teens. In 2006, the YW opened its first Family Resource Center, in a continued effort to serve the generations of children and women to come with additional needed services.

3 – Project Overview

YWCA NYC seeks an experienced firm to redesign <http://www.ywcanyc.org> and implement technologies to meet the objectives outlined in this document. Our website has served us for over 6 years now and requires a full redesign to act as a conduit for increased web traffic and better web exposure.

The redesigned website should be sleek, modern, interactive and composed of key elements within the YWCA's branding guidelines. It should be easy to use, intuitive and demonstrative of the YWCA NYC's work in the communities that we serve. It should encourage users to participate in the YWCA NYC, feel emboldened by the mission, and enroll in our programs.

The primary goals of the new website include:

- Creation of a more aesthetically appealing and interactive website
- Sleek design that is indicative of the goals and mission of the YWCA NYC.
- Better integration with social media.
- Encouraging of donations by making it more accessible and appealing.
- Website that is easily managed and maintained by non-programmers with accessible thematic elements and ability to add sub-pages.
- Website that engages our target audience of young adult and adult New Yorkers with a keen interest on female empowerment and the elimination of racism. The website should also be attractive to potential donors and foundations.

4 – Current Situation

The current YWCA NYC website is based on Wordpress, a blog publishing platform powered by PHP and MySQL. Pages and blog posts are updated using the Wordpress interface, while specialty pages (such as the Soiree and Board pages) require customizing template files from the YW Wordpress theme. The site employs the JavaScript library jQuery.

Our homepage can sometimes take upwards of 5 seconds to load and has a bounce rate of 59%. That equates to around 3,600 visitors leaving after viewing the homepage. Our audience is comprised of 90% visitors being from the New York area, which is a demographic shift from the year prior. Furthermore, only 12.4% of our new visit composition comes from referral traffic.

The organization will implement major social media initiatives over the next year and the YWCA website must be updated to meet targets and goals. A redesigned and modern website should increase interaction and better promote the YWCA NYC's goals, missions, and programs.

5 – Design Requirements

The following are overall requirements for this project:

- Interesting and modern homepage and subpage design

The homepage and subpages need to be remodeled to reflect a more modern and intuitive look. The navigation bar should appear horizontal across the top of the page and the subcategories must be easy to understand. The homepage should also feature a sleek slider that can be used to showcase our programs, news stories and potential videos. Design and text should align with the YWCA's image and brand utilizing our Style Guide and main fonts. Colors should be consistent with our use of Persimmon, Black and Grey.

The website must also be developed using modern web design that is compatible with modern web browsers and mobile sites.

- Increased conversation and integration

The website should be fully integrated with social media in order to increase engagement with our page viewer. This will allow for traffic to travel across our different networks and increase the overall understanding of the YWCA NYC brand. There must also be an increased focus on redeveloping the donation page to make it easier for individuals and groups to donate to the YWCA NYC.

- Interactive page content

On the front page and project page, our programs need to be better displayed and defined. One way to do this is through the development of an interactive map that has dots defining where each program location is. Upon hovering over the dot, there will be a photograph of the location and a link to see more. These pages will be built alongside the development of the website.

- Content Tagging and Easy Navigation

The website should be intuitive to each user that comes to the page. The sections need to be clearly defined and easily identified. There should also be the ability to tag content so that it comes up when the user does a search of the website. The website navigation needs to be clear and accessible for users to engage with and search for something.

- Example Websites

Some examples of website design and layouts that we like and think are suitable for our organization are:

- YWCA.org
- PCImediaimpact.org (Interactive Map & Front Page Layout)
- YWCAbkllyn.org

- Notforsalecampaign.org (Use of Social Media)

6 – Functional Requirements

Blog Page

The YWCA will be revamping the way it approaches media and posting more frequent blogs. There must be the capacity to easily post blogs along with photos and captions so as to increase the visibility of the YWCA NYC on the Internet.

Calendar

A calendar should be able to quickly and simply display all upcoming YWCA NYC events. These events should also be able to be linked to longer descriptions and possibly photos depending on the scale and importance of the event.

Contact Us

There should be a “Contact Us” page listing all the pertinent e-mails that people can contact us at. If possible, this page should also feature a contact box allowing the user to directly send an e-mail with a question from the page.

Donations

There needs to be a remodeled and revamped Donation platform that integrates with the YWCA’s donor software and encourages users to participate in our online giving campaigns. It must simplify the process and look appealing to potential donors.

Social Media

The website should be fully integrated and allow embedding from YouTube, Facebook, Twitter, Instagram and Vine.

API

The user should be able to “like,” “share,” and “tweet” directly from our pages. With this ability, Facebook users should be able to comment on blog posts and share blog posts/news posts with their friends. Similar features should extend to the other networks as well.

Job Postings Page

The website should feature an easy to use job postings page that can be updated as positions become available in our organization.

Mobile Compatibility

Our website must be easily viewed across all mobile platforms – Windows, Android, and Apple. It should display in a simpler form from the website but not as simple as an RSS feed.

News/Press Page

The website must come with a news and press page so that pertinent updates about our successes and launched programs can be made easily accessible to the public or any organization looking at our page. This page should also have the ability to link to a press kit.

Geographical Map

The front or project page of the website should feature an interactive map showcasing our program and site locations. This will enhance the accessibility of our programs to any potential users or visitors.

Search

The website must feature a simple and standardized search with a text-box able to search site-wide, such as a Google custom search. This should allow the user to search our news postings, program pages, documents and photos for any relevant information to their search.

Slider

The front page must feature an interactive and clean slider that showcases our top news and photographs.

Usage Tracking

The website must be compatible with Google Analytics for usage tracking.

7 – Proposal Format

Proposals responding to this RFP should include the following information:

1. Provide a description of the history and experience of the firm.
2. Provide a short biography and experience details of all individuals working on the project.
3. Describe in detail how the firm will address the requirements outlined in Sections 5 and 6. This should include plans for
 - a. Tools and technology that will be used
 - b. Web host that will be used
 - c. How the website design will prioritize space and engage the primary audiences
 - d. Ideas to improve our internet visibility
 - e. How to improve the donation platform of the website
 - f. How this web site can be integrated into our Intranet system
4. Provide a timeline for the completion of the project
5. Three examples that best reflect any work that the firm has done with organizations similar to the YWCA NYC.
6. Provide a cost analysis of all one-time and recurring costs that may be associated with the project.