



Request for Proposals (RFP): Website Design and Development

Founded in 1984, The Metropolitan Action Committee on Violence Against Women and Children (METRAC) is an award winning public interest agency devoted to advancing justice, safety and equity for women and youth affected by violence. METRAC's programs are focused on public education and outreach (face-to-face and multi-media), legal information education, peer-based violence prevention education for youth, Safety Audits and policy. Our work is grounded in the recognition that marginalized communities have differential experiences and require unique responses to violence. We envision a world where inequity and oppression are actively challenged and dismantled in interpersonal relationships, communities and systems in our society so women and youth can live free of violence and the threat of violence. Our work is driven by values of: Equity, Respect, Safety, Excellence, Innovation, Feminisms and Collaboration. For more information, visit our website at www.metrac.org.

Project Background

METRAC is in the process of rebranding our organization, which includes development of a new name, logo and messaging to profile our mandate, programs and clarify our reach. Our core website, www.metrac.org, must be revamped to match our new identity and secondary mini-sites (www.challengesexualviolence.org, www.notyourbaby.com, www.maybemecampaign.ca) must be integrated into the new METRAC site and brand.

Purpose of the RFP

METRAC aims to carry out a successful rebranding process to refresh our image, define our service areas, reach out to audiences, better engage communities, achieve consistency and accuracy in describing our work, and broaden our public profile. We seek a qualified, efficient and knowledgeable web design consultant to assist us in implementing our new brand identity online.

Activities and Deliverables

The development of a new website will be undertaken collaboratively with key METRAC staff. It will be led by the Web Design Consultant and involve the following.

- Orientation for the successful candidate and development of a brief work plan.
- Creation of a new, simplified information architecture that addresses best practices in non-profit web design and accessibility (i.e. W3C standards, *Accessibility for Ontarians with Disabilities Act*) and includes: social media integration; easy content management; donor compatibility; mobile device optimization; smart online game integration; analytics and monitoring; and search engine optimization.
- Joint revision of web copy, images and site map following new branding principles.
- Development and testing of new website.

- Training of key staff on ongoing web maintenance and monitoring.
- Online launch of website.

Timelines

- The Project will begin September 9, 2013
- The Project will be completed November 15, 2013
- The new website will be live November 18, 2013

Qualifications

In a short and easy-to-read proposal, the successful candidate will demonstrate:

- experience in web development and design for charities and/or social enterprises;
- experience developing strongly-branded, compelling, accessible, social-media-friendly and donor-friendly sites; and
- experience building easy-to-update websites for organizations with limited resources and budgets.

Project Budget

The total project for this budget, inclusive of all applicable taxes and fees, is \$7,000 CAN.

Responding to the RFP

If you are responding to this RFP, your proposal must include:

- a brief suggested work plan with deliverables;
- a recommended platform to be used for the development of the site as described in this RFP;
- a budget breakdown;
- a detailed resume;
- at least two references; and
- relevant samples of your previous work.

Deadline for proposals: Friday August 16, 2013 at 5:00 PM EST

Send proposals to:

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