

NARAL Pro-Choice America 2023 Web Agency Request for Proposal

Organization Background

NARAL Pro-Choice America fights for reproductive freedom for every person in every state. We organize and mobilize to ensure *everybody* has access to abortion care, birth control, paid family and sick leave, and pregnancy discrimination protections.

NARAL's web properties are a critical tool in reaching both our current and potential supporters, donors, members, volunteers, lawmakers, legislative staff, and elected officials.

Our main web property is www.prochoiceamerica.org (with an automatic redirect from NARAL.org). We also own and maintain several microsites; we will want to incorporate the state sites into the main NARAL site and may also seek to do the same with several project-specific microsites at a later date.

Project Overview

The purpose of this Request for Proposal ("RFP") is to identify a web agency to support us in a new website design and development. We want to redesign and rebuild our website in such a way that aligns with our broader organizational mission and values to deepen member engagement and broaden our outreach.

This contract will focus on improving our websites' backend functionality and user-friendliness, as well as the layout and mapping. NARAL's in-house subject matter experts will be responsible for providing the most up-to-date content, and our Web Content Strategist will be responsible for the daily maintenance of the site post-launch.

We are aiming to have a new website launched by September 2023.

Our websites are all housed on WordPress and we would prefer to continue using this platform. We also want to upgrade or replace the tools in our WordPress Dashboard.

In addition, we would like to know recommendations for what ongoing support for the website would look like, be it through a retainer or via ad hoc requests.

The purpose of NARAL's web properties is to:

- Communicate our policies and issues in a way that is accessible for all audiences, including 508 compliance

- Create opportunities for our members, supporters, and donors to plug into our ongoing work and take action
- Provide public education and awareness around our issues

State of our Current Website:

- Our current web properties are using old versions of Wordpress and do not have as many backend capabilities as we'd like to improve the user experience
- Our modules are not very flexible or customizable on our pages
- Our website is not set up to best encourage people to take action
- We have a number of strong research products that are not easily accessible; currently every page you go to requires you to download the PDF rather than view the content on the site itself.
- The website has lacked consistent maintenance due to staff changes, resulting in out-of-date content and many broken links.
- Certain components of the website do not function properly on mobile devices.

Here are a few websites with the front-end functionality and user experience we would like to emulate:

- Nrdc.org
- Standupamerica.com
- Indivisible.org
- Giffords.org
- Greennewdealnetwork.org
- Audubon.org

Our Website's Audience

Our key audiences are prospective and current donors, supporters, and volunteers. We also aim to use our website to expand our audience, specifically with younger people and communities of color.

RFP & Website Objectives

- Assessment of our current web properties to identify strengths, gaps, and missed opportunities
- Improve or replace our website tools so all of our properties can be more easily updated
- Ensure our site reflects NARAL branding and our organizational commitment to reproductive freedom

- Improve the overall functionality of our main website for a more user-friendly experience
- Ensure our site supports our organizational goals and that each department's priorities are reflected
- Create content for SEO that allows us to be a trusted source for education and information
- Make all components of our website mobile friendly

Website Requirements & Core Functionalities

- Strong user experience and user interface design
- Content and user experience is optimized for engaging audiences with diverse racial, cultural, economic and generational backgrounds
- Content and user experience is accessible for people with disabilities or who may use tools like screen readers
- Backend tools to easily update existing pages and content
- Flexible functionalities that allow us to update the site based on current and long-term goals and needs
- Need to be able to easily embed code from other platforms we use, including EveryAction and SiteImprove, as well as future platforms we may use
- Integration with our merchandise store, currently hosted through Shopify

Scope of Work

The core of this contract will include:

- An audit of the NARAL website;
- The creation of a robust and easy-to-use Content Management System (CMS) on the basis of these recommendations;
- Sitemap development and recommendations for optimizing our user experience;
- Wireframe mockups for the new site;
- Creative design services;
- Search engine optimization basics;
- Training and documentation for NARAL Digital staff;
- Stakeholder meetings with representatives from NARAL's departments and Executive Team
- Regularly scheduled meetings, with additional ad hoc meetings on longer-term strategy, if needed;
- Ongoing web developer support after the initial site rebuild to assist with more complicated functionality needs on an ad hoc basis.

Budget Details

The budget for this project is approximately \$175,000.

RFP Point of Contact and Timeline

Please direct all questions and submit all materials to:

Rachel Shippee, Associate Digital Director—rshippee@prochoiceamerica.org

Emily Perlstein, Deputy Digital Director—eperlstein@prochoiceamerica.org

March 17, 2023: RFP is sent

March 28, 2023: Proposals must be received by NARAL

April 11, 2023: Firms selected to present/pitch will be contacted no later than April 11.

April 17-21, 2023: Presentation/pitch zoom calls

April 26, 2023: NARAL makes a final decision and will inform all candidates

May 1, 2023: Contract Established

RFP Questions

Your Company

- Describe your firm's specialties.
- Please provide the names and contact information of three clients we can reach out to.
- Please provide a short case study of a client's project similar to our objectives and goals.
- How is your team structured? Who would we be working with on a day to day basis?
- Describe your organization's commitment to diversity, equity and inclusion. Provide specific examples that support this commitment.
- Describe your company's efforts to support reproductive freedom and social justice issues. Provide specific examples of these efforts, for example, have you worked with other progressive advocacy or reproductive freedom organizations?
- Identify your company's ownership and whether there is certification/representation at the ownership level in the following categories:
 - Minority-owned
 - Women-owned
 - LGBT+-owned
 - Disabled-owned

- Veteran-owned
- Union affiliated

Your Experience

- Please provide three examples of prior experience that reflect how your company will strengthen NARAL's online presence.
- Please provide 2 examples of your firm successfully helping a client improve the functionality and utility of their website. Please include specifics around 1) the issue the client faced, 2) the solution your company offered and how you implemented the solution, and 3) the result of the implementation.
- Please describe how you optimize websites for engaging audiences with diverse racial, cultural, economic and generational backgrounds and provide 2 examples of how you've done this.
- Please provide one example of your firm supporting a client's strategic planning goals during a major rapid response moment. Please include specifics around 1) the moment causing the rapid response, 2) how the moment impacted the goal, 3) the support your company provided, and 4) the final outcome.
- Please indicate whether your company has experience with the following: SiteImprove, EveryAction, integrating social media feeds into a website. If so, please provide the following: 1) the years of experience, and 2) the level of experience and knowledge (novice, intermediate, expert). If not, please describe your company's ability to learn these skills and the length of time it would take your team to be proficient in its use.
- Please describe how you optimize websites to be mobile responsive and provide 2 examples of how you've done this
- Describe how your company uses web analytics to inform strategy, and provide details on how you train clients on reporting
- Please describe how you ensure websites are accessible for people with disabilities and provide 2 examples of how you've done this.

Your Approach

- Outline your firm's process for onboarding new clients, including needs assessment, the timeline for recommendations, and your full suite of services.
- Please provide details on how your company would build testing and optimization tools into the site. Specifically, provide the following:
 - 1) What tools would you use? 2) Your initial testing priorities 3) A proposed timeline for initial testing

- Please describe how your company would handle collaborating with various organizational stakeholders and considering/implementing their feedback and departmental needs to fit the overall website.
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