RFP for Website Strategy, Design, & Build

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1. Background/Introduction

Organization Background:

NTEN creates a world where nonprofits fulfill their missions through the skillful and racially equitable use of technology. We support organizations by:

- Convening and engaging nonprofit staff and those providing technology services and products.
- Offering professional credentials and training.
- Facilitating community skill and resource sharing.
- Directly coaching and training organizations working to develop new programs and technology projects.

NTEN was formed in 2000 out of the expressed need from a diverse community of nonprofit staff, technologists, funders, and technology companies for a convener and educational resource focused on the rapidly changing landscape of technology use for social impact. For the last 20 years, NTEN's services and programs have evolved to meet community needs and support the growing sector. NTEN's programs include: on and offline community groups, online courses, professional certificates, annual conference, research and resources, as well as cohort-based coaching and learning experiences at the intersection of technology and nonprofit work. Our programs serve nonprofit staff of all backgrounds, in all job types, and from varying organizational missions and sizes.

Project Summary:

NTEN is seeking the services of a website design and development firm to help us evolve our website strategy, define the goals of our web presence, and to rebuild our website to meet those goals in a more accessible and user-friendly way.

The following RFP describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon
vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

2. Budget

We are budgeting $60,000 - $80,000 for this project. We also have an additional $10,000 - $20,000 to help with any Nimble/Salesforce-specific work that’s identified along the way, and an additional $5,000 to help improve and refine our email marketing processes and strategy.

Additionally, we have some internal expertise in website development, graphic design, and salesforce development & administration that might be of use in this project if needed to manage external costs, and we can contract with Nimble AMS support or other outside consultants for the development or implementation of Nimble/Salesforce related parts of this project (pulling from the $10,000 - $20,000 noted above for that work).

3. Anticipated Selection Schedule & Timeline

The anticipated RFP schedule is as follows:

- RFP Release Date: **Tuesday, May 25, 2021**
- Deadline for Questions: **Monday, June 7, 2021**
- NTEN Responds to Questions: **Friday, June 11, 2021**
- Response Deadline: **Tuesday, June 22, 2021**
- Selection of Top Proposals: **Friday, June 25, 2021**
- Contracting & Meetings: **Friday, June 25, 2021 - Friday, July 9, 2021**
- Contract Award: **Friday, July 9, 2021**

The expected Project Timeline is as follows:

- Project Kickoff: **Monday, July 12, 2021 or as soon as possible after Contract is signed**
- Desired Launch Date: **November, 2021**
  - We’re flexible with the exact timing here, but starting sometime in November a majority of NTEN staff will need to shift their focus towards preparation for our
2022 Nonprofit Technology Conference (March 2022), so we'll need most of the work on our side completed by November.

4. Challenges

NTEN has a number of challenges that we’re hoping this project will help address. Specifically, our current website:

● Doesn't do a good job of clearly telling visitors who we are, what we do, or why they should care.
● Has too many different calls to action, with no comprehensive strategy for what we want different types of visitors to be doing.
● Does an especially poor job of giving a clear path to first time visitors.
● Has overly complex processes around subscriptions, account creation, account management, and transactions.
● Isn't well integrated with our overall email and e-marketing processes and strategy.
● Has confusing navigation and site architecture, making a lot of our programs and resources difficult to find.
● Doesn't have a consistent feel or flow across our set of connected sites:
  ○ Conference Website to market our annual conference:
    ■ https://www.nten.org/ntc/
    ■ Built, maintained, and redesigned annually by NTEN staff
  ○ Online Community Forum where users can interact with each other and have online discussions on a variety of topics, or plan for in-person meetups:
    ■ https://my.nten.org/s/
    ■ Built in Salesforce Communities using Nimble Communities Template
  ○ Online Customer Portal where users can create & manage their profiles, and purchase memberships, event registrations, donations, and other products:
    ■ https://my.nten.org/
    ■ Built in Salesforce using Nimble AMS’s Community Hub
5. Goals

At a high level, this project will be successful when:

- We develop a comprehensive website strategy inclusive of website, emails, e-marketing, and social media.
- We implement a website that is navigable, accessible, and representative of NTEN’s community and values. Including:
  - Visitors to our site can quickly understand what we do, and what next steps they can take.
  - Visitors can find the programs and resources we offer that would be most useful to them.
  - Visitors can easily create or manage their accounts, and process transactions with us.
- We engage all staff and appropriate community committees throughout the stages of scoping, designing, and implementation.
- Staff are trained and confident using and managing the website internally after implementation.

6. Audience

NTEN has a variety of different audiences that visit our website, so we'll want to make sure the new design takes as many of them into account as possible, and guides them down a path that seems custom built for them.

More specifically, our audiences are:

- People enrolled in a certificate or course visiting the site for their coursework
- Job seekers to our popular job board
- People with a tech question they post to the community forums
- Attendees of the Nonprofit Technology Conference who visit the site during the conference
- People looking for guidance on tech equity to support their internal efforts
- People who Google a topic and read a popular blog post or report
7. Requirements

People who already know us and/or participate in our programs love the community and programs. The problem is our website doesn't do a good job of making it easy to discover and understand the diversity and breadth of our programs, or to figure out what else we do besides the one thing that initially brought in a visitor. Our homepage is too cluttered, and our navigation is confusing.

At a high level, the purpose of this project is to review and define an overall website strategy, and then build a new, highly accessible site that meets the goals we've identified. This includes making sure visitors can quickly understand who we are, what we do, and what they could do next. It also means making our programs and resources easier to find, as well as cleaning up our processes of subscribing, creating or managing accounts, and processing transactions with us.

As part of this project, we'll want to make sure that accessibility and user experience are top of mind during the whole design and build process. We'll also need to revisit our content strategy to make sure it lines up with our website goals, and get assistance creating new content/copy for the new site where needed.

The following is a list of more specific project work areas and requirements, though it’s subject to change based upon vendor recommendation and/or research of more optimal solutions:

- Website Strategy Development
  - What are the goals of our website in general and for specific audiences?
- Full WordPress Website Design & Build Including:
  - Site Architecture & Navigation Development
  - Accessibility & User Experience Improvements
  - Content Audit & Strategy
    - What content do we have? What should we keep? What new content/copy do we need?
    - Assistance with content/copy creation where needed.
- Strategy & Design Assistance for Connected Salesforce Based Sites:
○ Nimble Community Hub & Nimble Communities
  ■ For our implementation of Community Hub (https://my.nten.org/), we’d like to keep functionality as close to baseline as possible so we don’t lose out on future improvements to their product.
  ■ For our implementation of Nimble Communities (https://my.nten.org/s/), we’re more open to custom solutions as needed.
  ■ We have an additional $10,000 - $20,000 set aside for consulting work related to designing or implementing improvements to these sites. Part or all of this can be used to bring in the Nimble Support team to help with advice or implementation.

○ Specific Areas & Processes that need improvements:
  ■ Account Creation: Subscribing vs Creating an Account vs Becoming a Member
    ● e.g. What’s the difference, when do we point visitors to each, and what fields do we collect and when?
  ■ Managing Accounts: What are the different things users can see or do in their account?
    ● e.g. Edit profile & demographic fields, manage memberships & registrations, see/edit organization info.
  ■ Transaction Processes
    ● e.g. Simplify flow, and make it easier to set up & manage recurring transactions like auto renewal or monthly donations.

8. Submission Instructions

Respondents to this RFP must submit their proposal as an attached PDF by email to karl@nten.org. Responses must be received no later than Tuesday, June 22, 2021. Questions about the RFP can be emailed to karl@nten.org by Monday, June 7, 2021.

9. Elements of Proposal

A submission must, at a minimum, include the following elements:
● Description of the firm that includes a general overview, and names and credentials of the team who would work on this project.

● Explanation of how the firm’s own Mission, Values, and Equity Commitment align with NTEN’s, including written acknowledgment that the firm can meet the standards set in our Equity Commitment.

● A narrative outlining the firm's strengths and distinguishing skills or capabilities as they may relate to this project.

● Description of similar projects completed for other clients, including at least 2 references we can talk to.

● An outline of the approach the firm would take in completing this project, including but not limited to:
  ○ Any additional resources required for support (ex: external Salesforce or other sub-contractors)
  ○ # of hours and general timeline from start to completion (approx.)
  ○ Project management approach
  ○ General overview of website strategy, design, and build processes end-to-end

10. Evaluation Criteria

The successful respondent will have:

● Demonstrated experience, knowledge, skills, and qualifications, both for the firm and the individuals who will be available to provide these services.

● Expertise in working on similar projects and with similar customers.

● Firm understanding of our project needs, and ability to communicate clearly how they will be met.

● A demonstrated alignment with NTEN’s Mission, Values, and Equity Commitment.

● A competitive cost of services.