Scope of Work and Request for Quote
April 28, 2022

Guidelines

- This is a competitive bid project
- Proposals with cost estimate, as well as design and writing samples are requested by May 30, 2022
- Details included in this document and in proposals can be used in contracting documents

Background and Scope of Work

Client background
The Lucile Packard Foundation for Children’s Health is here to unlock philanthropy to transform health for all children and families—in our community and around the world. Our Foundation supports child and maternal health programs at Lucile Packard Children’s Hospital Stanford and the Stanford University School of Medicine and works to improve the system of care for children with special health care needs. Learn more at supportLPCH.org and lpfch.org/cshcn.

We believe that partnering with diverse and inclusive organizations is key to our success and enables us to do extraordinary work for children and families.

Objectives
The primary purpose of this project is to design and develop a website that amplifies the Lucile Packard Foundation for Children’s Health (LPFCH) position as the nonprofit of choice for donors, prospects, grantees, and staff committed to improving the health and wellbeing of children and families in the Bay Area and around the world. This project will leverage ongoing brand and persona work—including new visual and textual language—set to conclude in June 2022 (visual) and September 2022 (textual). The new site will bring two separate sites (supportLPCH.org and lpfch.org/cshcn) together under one, unified umbrella.

The primary goals of the website are to:
- Highlight who we are, what we do, and what we stand for
- Invite deeper engagement with the foundation
- Facilitate and drive giving
- Encourage engagement with our Children with Special Health Care Needs (CSHCN) program

The site is intended for the following primary audiences:
- Individual major gift-rated donors and prospects
- Advocates for children with special health care needs
- Prospective LPFCH staff
Secondary audiences include, but are not limited to:
- Annual fund donors and prospects
- Volunteers, ambassadors, and auxiliaries
- Corporate and foundation donors
- Local community members
- Media
- Grant seekers
- Policymakers
- Researchers
- Health care providers

Scope of work

LPFCH is looking to partner with an agency on a comprehensive website redesign and content development project – work would begin with an audit of existing sites (supportLPCH.org and LPFCH.org) and user data and experiences, and end with the launch of an entirely new website (design, copy, content) on a modern CMS.

We are seeking an agency partner who can support the following activities:

1. **Audit Current Sites and Review Analytics**
   - Develop understanding of LPFCH's work and current sites content
   - Build foundation to recommend content and information architecture overhaul
   - Identify areas of untapped potential

2. **Visual Design and UX**
   - Lead on development of sitemap/architecture
   - Develop low- and high-fidelity wireframes, leveraging new visual identity
   - Create visual designs for multiple breakpoints (mobile, desktop, tablet)
   - Create additional microsite layout for timebound campaigns/events (minimal navigation, landing page and interior page template, option to hide from search, optional password protection)

3. **Content Development**
   - Review existing site content
   - Partnering with LPFCH lead, recommend list of content to migrate, update, add, and remove
   - Draft original copy for all key webpages (approx. 30) in adherence with LPFCH style and brand guidelines
   - Recommend type/style of photography to include on all content pages. LPFCH will handle actual photo selection, using recommendations.

4. **User testing and QA**
   - Conduct user testing with key audiences to validate site architecture decisions and ensure users’ ability to complete key goals
   - Conduct QA to ensure that underlying code facilitates online accessibility best practices, cross-browser capability and compatibility, and cross-device capability and compatibility
5. Technology and platform integration, and features considerations
   • Basic search tool
   • Email platforms: Emma and Mailchimp

6. User training and documentation
   • Train Communications staff on how to update website and provide step-by-step documentation (written or video) with screenshots

Timing
July 2022 through January 2023

Requirements
• Responsive design
• Achieve “Level AA” conformance according to the Web Content Accessibility Guidelines v2.1 (WCAG 2.1).
• Collateral must complement and build off LPFCH brand and style work
• User-friendly backend, for easy updating
• Build roles for different permissions to edit, access content (e.g. Admin, Editor, Board Editor, etc.)

Quote Format
• Discuss your proposed process and solution, including the features, benefits, and uniqueness of your service
• A cost breakdown for each of the major deliverables
• A line-item estimate for costs attributed to any travel required for in-person workshop
• Confirmation of ability to deliver the project in the time frame noted
• Describe the proposed project team with names and roles
• Share how your organization promotes and reflects diversity, equity, inclusion, and belonging

Please submit your proposal with cost estimate by May 30, 2022 to Alice Chiang, alice.chiang@lpfch.org