



Website Redesign & Development Request for Proposal (RFP)

Promundo-US – a 501 (c) (3) nonprofit organization based in Washington, DC – seeks proposals from web development agencies to redesign and redevelop the Promundo Global Consortium’s website(s) (www.promundoglobal.org / www.promundo.org.br) and associated CMS. This process will include an in-depth discovery phase to align the messaging of the Promundo Global Consortium¹ with its priority audiences, and to determine the most intuitive and compelling way: 1) to tell its story and; 2) for users to navigate its content. Promundo-US is targeting the re-launch for June 2020 or earlier.

1. Proposal Timeline

RFP issued	September 6, 2019
Response deadline	October 4, 2019
Proposal review	October 7-18, 2019
Interviews	October 21-25, 2019
Selection / notification	November 1, 2019

Work should begin immediately after selection.

2. Contact

If you, as an agency representative, have any questions or clarifications while reviewing this RFP, you are requested to submit them to jobs@promundoglobal.org in writing prior to Tuesday, September 24 with the subject line including, “Promundo-US Website Development”. Promundo-US will host one Q&A session for interested applicants on Monday, September 30 at 11:00am EDT to address questions received from agencies. All applicants who submit questions, or indicate interest, will receive the call-in details.

¹ Promundo is a Global Consortium, which includes the non-profit organizations Promundo-US (Washington, DC), Instituto Promundo (Brazil), Living Peace Institute (Democratic Republic of the Congo), CES-UC/Promundo-Portugal (Portugal), and CulturaSalud (Chile) (forthcoming)

3. About Promundo & the Objectives of the Re-Launch

Promundo is a global leader in promoting gender equality and preventing violence. Our work – including high-impact research, evidence-based programming, and targeted advocacy efforts – seeks to transform inequitable gender relations and promote nonviolent and caring masculinities, to improve the lives of children, women, men, and individuals of all gender identities, in over 55 countries. Our programs and approaches have been named a “gold standard” for engaging men in gender equality and have informed and influenced the priorities of UN Women, UNFPA, the World Health Organization (WHO), the World Bank, the U.S. Centers for Disease Control and Prevention (CDC), bilateral donors, corporations, national country governments and local and international NGOs. Promundo is a Global Consortium, which includes the non-profit organizations Promundo-US (Washington, DC, US), Instituto Promundo (Brazil), Living Peace Institute (Democratic Republic of the Congo), CES-UC/Promundo-Portugal (Portugal), and CulturaSalud (Chile) (forthcoming).

The overall objectives of the web re-launch are to:

Position Promundo as a thought-leader and expert in healthy masculinities and gender equality, contribute to a broader conversation on these issues in the US and internationally, and increase and activate Promundo’s base of donors and supporters, by developing a website that is equally accessible to expert and non-expert audiences and:

- 1) Tells the Promundo Global Consortium story and approach in an intuitive way, not only capturing our broad scope of work, partnerships and impact across 55+ countries, but also going beyond, to tell a clear, compelling, and cohesive narrative.
- 2) Creates a personalized user experience, offering targeted and relevant content, specific to individuals across a variety of audiences (partners and non-partners, researchers, non-profits, policymakers, and more), who fall amongst the following categories:
 - a. **Learner:** someone who wants to dig deeper, to educate and inform themselves, and the world about masculinities and gender equality
 - b. **Culture-changer:** someone who is operating within a workplace, government, or space in which they are seeking to effect change around masculinities and gender equality
 - c. **Leader:** someone who is in a position of leadership, looking for advice and evidence to support them in being informed and respected in their work on masculinities and gender equality
- 3) Connects with users where they are at, using smart but clear language, taking the user through the “why”, the “how” and the “what works” of the Promundo Global Consortium’s two decades of research, programs, and advocacy efforts and impact, with partners in over 55 countries.

4. Proposal Guidelines & Requirements

This request for proposals serves to initiate an open and competitive process. The proposal must contain the signature of a duly authorized officer or agent of the agency submitting the proposal. If you wish to submit alternate solutions, please do so.

Proposals must include time frames for completion of phases listed in the process definition in Project Scope & Process (#7). Time frames will be part of the contractual agreement; a realistic time frame for completion is requested. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your agency requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the subcontractor. Promundo-US will not refuse a proposal based upon the use of sub-contractors, however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

5. Project Purpose & Objectives

We are looking to develop and launch a new comprehensive website for the Promundo Global Consortium to use for the next 3-5 years. Part of the decision during the discovery phase will be to align the Promundo Global Consortium's messaging with its priority audiences and to determine the most intuitive and compelling way to: 1) tell Promundo's story; and 2) for users to navigate its content.

The existing website represents the work of the full Promundo Global Consortium² in two languages, across two domains: English (www.promundoglobal.org) and Portuguese (www.promundo.org.br). The English-language website is managed by Promundo-US (Washington, DC, US), the issuer of this RFP. The Portuguese-language website is managed by Instituto Promundo (Rio de Janeiro and Brasília, Brazil).

Part of the discovery phase will include a process by which to determine strategically and logistically how best to develop a comprehensive English-language website to represent the scope of the full Promundo Global Consortium (www.promundoglobal.org, managed by Promundo-US), while creating complementary, and flexible CMS structures to be managed

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by Global Consortium strategic partners in Brazil, DRC, Portugal, and Chile in multiple languages: Portuguese, French, and/or Spanish.

Promundo-US would like the selected agency to utilize its existing Google Analytics – as well as interviews with staff, key stakeholders, as well as individuals who are not familiar with Promundo’s work – in order to guide the redesign process, to build traffic and individual donations, and to maximize the engagement of key audiences, positioning the website as a destination for Promundo’s innovative, authoritative content on healthy masculinity and gender equality.

We expect the discovery phase will serve to deepen the contracted agency’s understanding of the Promundo Global Consortium’s mission, positioning, and impact, as well as to explore needs and solutions outlined in this RFP, as well as those not covered here. Through the discovery process, the agency should guide key Promundo Global Consortium and partner staff and partners through an exploratory process to re-establish the primary goals and engagement objectives of the website; to define and prioritize the intended audiences and desired actions for them to take; and to map out the specific needs of the website, prior to moving into a design stage. We seek to redesign Promundo’s website to accomplish the following key objectives:

- Convey and support the Promundo Global Consortium’s leadership around the world in promoting gender justice and preventing violence by engaging men and boys in partnership with women and girls.
- Provide users with an intuitive way to navigate through the Promundo Global Consortium story – our approach, our history, our impact and the depth, breadth, and focus of our work – which is equally accessible to expert and non-expert audiences. This should include an accessible search to identify content based theme and on region/country.
- Provide an accessible and engaging interface offering clear, targeted and relevant information to individuals across a variety of audiences, with the aim of deepening relationships and engagement with current visitors, and facilitating new relationships.
- Develop the CMS in a way for communication staff – across strategy member organizations – to easily manipulate content display on the site, and manage updates across all page types.
- Effectively communicate the relationships among, and increase traffic to, the Promundo Global Consortium affiliated campaign and partner websites, including but not limited to: [MenCare](#), [MenEngage](#), [State of the World’s Fathers](#), and Promundo’s [Medium page](#).
- Recognize and reflect relationships and linkages of the Promundo Global Consortium, among Promundo-US, Instituto Promundo, Living Peace Instituto, CulturaSalud, and CES-UC/Promundo-Portugal.
- Increase website traffic to the Promundo Global Consortium sites, as well as improve time-on-site, and pages-per-visit analytics.
- Optimize SEO best practices.

- Include the technical capacity to host and run regular online donor campaigns, increasing revenue streams (fundraising, consultancy opportunities, partnership opportunities).
- Include the technical capacity to obtain information such as name, organization, and email from users who are downloading Promundo resources.

6. Project Criteria

Technology

Promundo-US is committed to an open source solution for its needs. Priority consideration will be given to WordPress. Web hosting *must* be provided by an entity other than the selected vendor, and a minimum of FTP access to the server will be provided to Promundo-US upon delivery of the project. The vendor must also set up Google Analytics, and facilitate the integration of Nation Builder and Active Campaign.

Back End and Structure

- The CMS employed will enable Promundo-US to operate its online presence (www.promundoglobal.org) as a platform for distributing its content and promoting its products. The CMS will also be adaptable and accessible to Promundo Global Consortium strategic partners in Brazil, DRC, Portugal, and Chile in multiple languages: Portuguese, French, and/or Spanish. Key metadata, SEO needs, and other standard content promotion and indexing technologies must be used.
- Articles, blog posts, and research data must be retained within the same content pool, using a consistent tagging system, so that they may be related to one another for users.
- Archived content on the existing websites – in English (www.promundoglobal.org) and Portuguese (www.promundo.org.br) – needs to be cleaned and migrated into the new CMS. The Promundo Global Consortium websites function as its core knowledge management archive.
- It is a priority for Promundo Global Consortium communications staff to be able to edit the websites to the extent possible (including stories within sidebars, homepage, etc.) throughout the site.
- Modules must be designed and implemented to accommodate the Promundo Global Consortium's library of articles, reports, and manuals. These should include an easy-to-use search function as well as a straightforward archival system.
- A system must be identified to develop complementary, and flexible structures of the website architecture to be managed by strategic partners in Brazil, DRC, Portugal, and Chile in multiple languages: Portuguese, French, and/or Spanish.

Design

- Overall, the new design should be clean, savvy, and smart. Home page design must reflect integration of several types of content (articles, blog posts, and content imported from other sites), as defined within the discovery process.
- Multimedia (video, photo slideshows, podcasts) must be accommodated easily across page types.
- Readers should be able to easily follow topics of interest (categories/tags, authors, etc.); in that vein, related content independent of content type should be displayed.
- The website must be mobile responsive, and designed to work across browsers and devices.
- Integration of social media functions are a must.
- A user experience designer should be involved in the design/mapping phase to ensure cohesion between design intent, impact, and audiences.

Business Needs

- Integration with the current email marketing service (Active Campaign) and fundraising software (Nation Builder).
- Design should highlight Promundo-US's non-profit status (and the nonprofit status of all Promundo Global Consortium strategic members) and promote fundraising efforts.

Ongoing maintenance and support

Site functionality should facilitate in-house additions and changes over time. The agency should include recommendations ongoing website maintenance and troubleshooting support following the site's launch, and a separate contract for maintenance and support, based upon an estimate submitted as part of the proposal (and #12 Proposal Requirements).

We require a mutually agreed upon warranty period to be included in the final contract.

Additional specifications

Promundo-US encourages creativity in the proposals submitted; however, there are certain requirements for the website project:

- The site should be developed to meet all federally mandated access requirements (including the US and European Union Data Regulation).
- Site must be built in accordance to the Web Content Accessibility Guidelines and validate to W3C CSS and HTML standards

7. Project Scope and Process

The scope of the redesign/redevelopment project includes:

- Redesign within current branding
- In-depth site planning and discovery process
- Editing and creative content support for main pages of the website
- Selection, development, and customization of CMS
- Implementation of design into CMS for comprehensive Promundo Global Consortium website in English, creating complementary, and flexible CMS structures to be managed by strategic partners in Brazil, DRC, Portugal, and Chile in multiple languages: Portuguese, French, and/or Spanish.
- Import of archived content (across English and Portuguese websites respectively) from current CMS
- Delivery of site to new hosting provider
- QA of new site, including a beta testing period and a means by which (internal/beta) users can report on glitches, and user experience.
- Training and documentation on management of new CMS

The process we roughly expect is as follows:

- **Discovery/Planning**
Guide us through a process to identify the strategy for the new website. Confirm goals, audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief. Think deeply and propose the user experience that will engage our audience and help us achieve our goals. We expect the chosen vendor to conduct interviews with staff members, as well as key stakeholders, and those who do not already know Promundo's work, to gain a deeper understanding of these issues.
- **Site Definition/Design**
Propose website information architecture, graphic look and feel, user navigation, home page, and main navigation templates for each of the main navigation links. This should be based upon the goals identified in the Discovery/Planning phase. The chosen vendor must provide at least three home page design mock-ups for consideration by Promundo-US.
- **Development**
The website developed by the successful candidate must meet the guidelines described in Project Purpose, Objectives & Criteria (#5, #6). The point of contact from Promundo-US will be made available to provide information and coordinate with Promundo-US staff, including a reasonable number of meetings (via conference call or in person) to present design and development solutions.

- **Testing**
Proposals should outline a plan for testing the site on all applicable platforms during development to ensure it works as promised, including a means by which (internal/beta) users can report on glitches and give feedback on the user experience, etc.
- **Training and Documentation**
The chosen vendor will be asked to provide training for two to four Promundo-US staff members on use and maintenance of the CMS system and any necessary APIs. Provide succinct documentation about the website as developed, including a summary of key configurations, and summaries of any custom code, plug-ins, or modules created for this project.
- **Delivery**
Delivery and uploading of site to the host server. Provide support for any problems that might emerge after launch.

Candidates will be chosen in large part based on their description of how this process will be managed, and their proven ability to successfully complete stages within expected timeframes and budgets.

8. Current Website

The existing website represents the work of the full Promundo Global Consortium³ in two languages, across two domains: English (www.promundoglobal.org) and Portuguese (www.promundo.org.br). The English-language website is managed by Promundo-US (Washington, DC, US), the issuer of this RFP. The Portuguese-language website is managed by Instituto Promundo (Rio de Janeiro and Brasília, Brazil).

The current websites (www.promundoglobal.org / www.promundo.org.br) are built on Wordpress and hosted on Cloudflare. As the site has grown to over 30+ pages, with a large library of 250+ linked PDF resources and 450+ blog posts, the architecture and navigation have become increasingly complicated and difficult for the user to navigate.

The last redesign/redevelopment of Promundo's website occurred more than four years ago; while it does reflect Promundo's international presence and structure, the Global Consortium has grown and shifted considerably over this time period, as has the size and scope of Promundo's portfolio, its reach and impact, and its multiple audiences.

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The design of the current website is inadequate for Promundo’s current audience, communications and fundraising goals (e.g. facilitating a stronger relationship with our audiences and assisting in building an individual-giving donor base). It is also missing a user experience that allows a new visitor to gain a comprehensive and easily navigable understanding of the size, scope, and focus of Promundo’s research, programs, and advocacy initiatives.

Promundo-US Website Analytics:

Metric	Last month July, 2019	Last year Aug 2018-July 2019
Users	11,104	100,840
Sessions	14,033	136,633
Pageviews	30,026	211,533

Source: Google Analytics

9. Support

Promundo-US would ideally like to develop a long-term relationship with the selected agency for:

- Ongoing support, such as hosting support and software updates.
- New website upgrades and projects.
- Training of new staff.
- Monthly review of website analytics and goals.
- New feature development.

10. Budget

Budgets should reflect pricing that indicates costs for each stage outlined above, or the comparable process/stage that the vendor works with. Lump-sum budgets will not be considered.

Promundo’s available budget for the entire process is approximately \$120,000 USD.

11. Contract Terms

Promundo-US will negotiate contract terms upon selection. All contracts are subject to review by Promundo-US’s legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

If your agency provides operations support, please make recommendations for support based on similar projects.

12. Proposal Requirements

- Include a short (no longer than one-page) cover letter with a statement of interest in this project, detailing why your agency is a fit, and a top-line overview of how you would approach this project and the relationship, and your agency ethos.
- Profile five websites your agency has produced that best reflect your work and relevancy to this project. Briefly list the role your agency played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation. *At least one of the websites should reflect similar design standards and functionality as outlined in this request for proposals.*
- Describe your experience in producing a relevant organization's website. Sharing additional experience in producing sites for non-profit organizations is a plus.
- Provide current reference information for three former or current clients. One reference must be from a relevant organization (as mentioned above).
- Describe your agency's project management process. The successful agency will be chosen based largely on its ability to demonstrate efficiency, creativity, and productivity in their process, as well as to adhere to the specifications laid out in this request for proposals.
- Briefly describe your agency's organizational capacity to produce our websites (e.g. staff, equipment, software, physical space, office location, language capacity in English, French, Portuguese and/or Spanish if applicable, etc.).
- Provide an agency profile including size of staff, length of time in business, core competencies, and organizational chart.
- Describe what type of team will be assigned to this project. What will each person's role be? Please include a brief background summary for each key staff member assigned to this project. In addition to other team members, a user experience designer should be included in the design/mapping phase to ensure consistency between design intent, impact, and audiences.
- Please discuss any planned mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan, including estimated annual maintenance, hosting and other fees post-launch for at least two years.

13. Evaluation Criteria & Process Expectations

The following criteria will form the basis upon which Promundo-US will evaluate proposals. The mandatory criteria must be met and include:

One electronic proposal copy must be received by Promundo-US no later than Friday, October 4. Proposals received after 5:00 p.m. EDT on this date may not be considered.

Proposals must include itemized cost budgets. Alternative solutions and pricing are welcome when appropriate.

Deliver electronic copies of proposals to the attention of:

Lona Manik
Digital Engagement & Content Assistant
jobs@promundoglobal.org

Use subject line: Promundo-US Website Development Proposal

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- **Suitability of the Proposal** – the proposed solution meets the needs and criteria set forth in the RFP.
- **Expertise in recommending and communicating** appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- **Aesthetic Capabilities** – Prior work demonstrates artistic and innovative, user-friendly interfaces that engage communities and readers.
- **Candidate Experience** – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- **Value/Pricing Structure and Price Levels** – The price is commensurate with the value offered by the proposer and meets Promundo-US’s budget requirements based on funding availability. As a non-profit institution, Promundo-US is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the website and other collateral as a Promundo supporter and partner.
- **Depth and Breadth of Staff** – The candidate agency has appropriate staff to develop the site in the time frame needed.
- **Proposal Presentation** – The information is presented in a clear, logical manner and is well-organized.

14. Format for Proposals

Please use the following as a guideline to format your proposal:

- **Length and Font Size**
Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 20 pages.
- **Title Page**

Should include: “The Promundo-US Website Development Proposal,” your agency name, address, web site address, telephone number, fax number, email address, and primary contact person.

- **Cover Letter**

Signed by the person or persons authorized to sign on behalf of the agency (1-2 pages).

- **Proposal**

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the time frame noted in Section 5 (3-15 pages).

- **Qualifications**

Provide the information requested in Section 12 (1-2 pages).

- **Budget and Fees**

List budgets as requested above. Note that final contracts must include agreements on penalties for late delivery.

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