

National Civic League

Website Re-Design & Development Request for Proposal

This RFP is for design and development services for a new website for the National Civic League – www.ncl.org

RFP Sent: February 15, 2017

Responses Due: April 1, 2017

Send questions and proposals to: Stephanie Fry, Marketing and Development Contractor, stephanie.b.fry@gmail.com

Budget for new website: \$8,000 - \$15,000

Goal for new website launch: December 1, 2017

National Civic League Overview Overview

For more than 120 years, the National Civic League has worked to advance good governance and civic engagement to create inclusive, thriving communities. We achieve this by inspiring, supporting and recognizing equitable approaches to community decision-making. Through its signature effort, the All-America City Award and its work on racial healing, sustainability, health equity and fiscal sustainability, NCL supports cities to create a better more equitable and inclusive future. Headquartered in Denver, Colorado, the National Civic League operates with a full-time staff of six, with two contractors – one focused on marketing and development and the other focused on graphic design.

Our Audience

- Cities (clients): city managers, agency officials, city council members
- Community leaders (partners): residents, nonprofits, local businesses
- Funders (supporters): foundations, corporations, membership associations (International City/County Managers Association), government, NCL members

New Website Objectives

We want our new website to present National Civic League as a leading civic engagement organization. We offer a unique balance of more than 120 years of history, as well as, new, innovative approaches to engagement. We want:

- Our audience to be attracted as clients
- Cities to apply for recognition awards
- New members to subscribe
- Target audiences to have access to publications
- Donors have clarity on how to donate – and inspiration to donate
- Site provides a platform for hosting engagement resources and connecting users to key tools, publications, stories of innovation, etc.

Current Website

Our current website, <http://www.nationalcivicleague.org>, is about four years old and does not serve us well anymore. The website was designed in WordPress, which we like for its ease of content management. Things we don't like:

- Not as slick and professional as what we'd like our target market to see
- Content length on pages is inconsistent and focuses on a couple of programs more than others
- Images are mostly from one program and don't represent the organization as a whole
- Communication / engagement functionality is limited
- Design doesn't reflect the programs and products that we offer
- Does not reflect the expertise and value that we provide to communities across the United States.

New Website Functionality Requirements

We need a website that clearly communicates who NCL is and its programs, offerings, and products. We need a contractor who will evaluate our current website, and develop a suggested design based on what they learn about the organization in the early phases of the project. An outline of our offerings and organizational information, include:

- Programs
 - All-America City Award
 - All-America Conversations
 - Community Assistance
 - Sustainability
 - Health Equity
 - Racial Healing
- Communications / Publications
 - National Civic Review
 - E-Newsletter Archive
 - Model City Charter
 - Civic Index
- Support
 - Memberships
 - Individual Donors
 - Corporate / Foundation Donors
- About
 - Staff and Bios
 - History
 - Mission

*These are not page suggestions – simply an overview of the org – we expect the contractor to suggest the number of pages that our website should have.

Our new website will need:

- Ecommerce Capabilities (donations, membership subscriptions, purchase online version of National Civic Review, event registrations)
- Ability to view and download the National Civic Review online – a quarterly publication
- Mapping innovative projects, previous winners of AAC, etc
- Application forms for awards
- Links to social media
- Archiving webinars and other media
- Separate login area for clients
- Google Ads / Google Analytics

Optional New Website Functionalities/Wish List:

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Homepage video hosting
- Dynamic blog feeds throughout website
- Infographic of program functionality
- Advanced SEO work

Ecommerce Details:

- We currently solicit donations and memberships online, and sell publications.
- Transaction vendor: Network for Good

Other:

We are looking for a contractor who will make suggestions based on best practices. Suggestions would include

- Website structure / outline / layout
- Word counts for content on each page
- How “deep” our content should go
- Character counts for headings and tabs

Budget Details

As listed in the summary, our budget for this project is \$8,000 - \$15,000. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Please, submit a line-item budget with your proposal. All invoices for this project must be billed before the first Tuesday of each month, and the final bill must be delivered by December 20, 2017.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Details about your team
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Evaluation of current website and a summary of what you would change
- Proposed website timeline from kickoff to launch
- Recent design & development examples
- References
- Any key differentiators about you?
- Pricing with optional elements line itemed
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: February 15, 2017

Responses Due: April 1, 2017

Finalists Selected & Contacted: April 15, 2017

Contractor Selected & Contacted: May 1, 2017

Project Kick-off: May 15, 2017

New Website Launch Target Date: December 1, 2017

*Thank you for your interest in responding to this RFP with a proposal for our new website.
We look forward to your response!*