



REQUEST FOR PROPOSAL

Website Migration and Development

PROJECT OVERVIEW

The National Partnership for Women & Families (National Partnership) seeks a qualified web development vendor to migrate its web presence. A successful project would:

- Migrate our primary website, NationalPartnership.org, to Drupal 8
- Deploy Pantheon or a similar WebOps platform for day-to-day maintenance of the site
- Integrate content from ChildbirthConnection.org into a special section of NationalPartnership.org

We are open to a direct migration or a more flexible approach and will defer to the best proposal on process. **Women of color and woman-led firms are encouraged to apply.**

ABOUT THE NATIONAL PARTNERSHIP

Founded in 1971, the National Partnership is all about making life better for women and families. That means fighting for gender and racial equity, including paid leave, reproductive rights, fair pay and access to quality health care. That means speaking truth to power and holding our elected leaders accountable. That means fighting back when extremists stand in the way of our progress. The National Partnership is a nonprofit, nonpartisan 501(c)(3) advocacy group based in Washington, D.C.

BACKGROUND, OBJECTIVES AND TARGET AUDIENCE

The National Partnership launched a new mobile-first design for NationalPartnership.org in 2018 built using our long-time content management system, Blackbaud Luminare CMS. We are ready to move to a new CMS. We are generally satisfied with the look of the existing site (though we may want to do a few enhancements), but we are primarily eager to tap into the enhanced features Drupal can offer. Our current pain points include: ineffective and insufficient search, imprecise tagging/content categorization, limited content automation, limited social sharing, and a time-consuming and complex enhancement process. Additionally, SEO principles have not been updated and applied in some time.

The overarching goals of the National Partnership's web presence are to engage individual activists and donors, affect policy change, and raise general awareness for the issues we work on. The objectives of this project include:

- Offering an engaging and user-friendly experience
- Optimizing content and increasing action taking (signing up for email, contacting legislators, making a donation)
- Making editing and maintenance of the site more straightforward and accessible
- Ensuring integration with existing fundraising, action and data visualization tools
- Prioritizing:
 - Mobile responsiveness (prefer mobile-first approach)
 - Site performance/minimal load times
 - Security
 - Accessibility

NationalPartnership.org's primary audience is individual supporters (existing and potential donors, activists, and friends) and secondary audiences include media, policy advocates, policymakers, and funders.

TIMELINE

- Request for proposal deadline: Oct. 21, 2020
- Project initiation: April 1, 2021
- Final testing: Sept. 10, 2021
- Go live: Oct. 1, 2021

The project could potentially begin sooner, but cannot be pushed later.

DELIVERABLES

The project scope should:

- Provide project management
- Execute full NationalPartnership.org migration
- Migrate content from ChildbirthConnection.org to a special section within NationalPartnership.org
- Develop search functionality and content categorization/tagging in coordination with the National Partnership team
- Provide training and documentation to National Partnership team for new CMS and tools (as well as recommendations for third party tools to learn Drupal basics)
- Lead robust testing and optimization that includes the National Partnership team
- Ensure smooth transition from previous sites to current site, including any appropriate redirects, deploying/updating of Google Analytics instance(s) and any other metrics/analytics code, and re-indexing site with common search engines

BUDGET

We encourage freelancers and small and large firms to apply. Budget cannot exceed \$50,000 including all expenses, and proposals requesting close to the budget maximum should include justification (additional staff hours to accelerate timeline, etc).

HOW TO APPLY

Proposals must be received electronically by **Wednesday, Oct. 21** and must include:

- Brief background on the vendor and the services offered
- Statement on the vendor's commitment to diversity, whether the firm is led by a woman of color and/or woman, and experience working on racial equity issues
- Brief concept of how the vendor would approach this project including
 - Project timeline highlighting major milestones
 - Budget allocation
- Links to recent relevant work examples
- Three client references

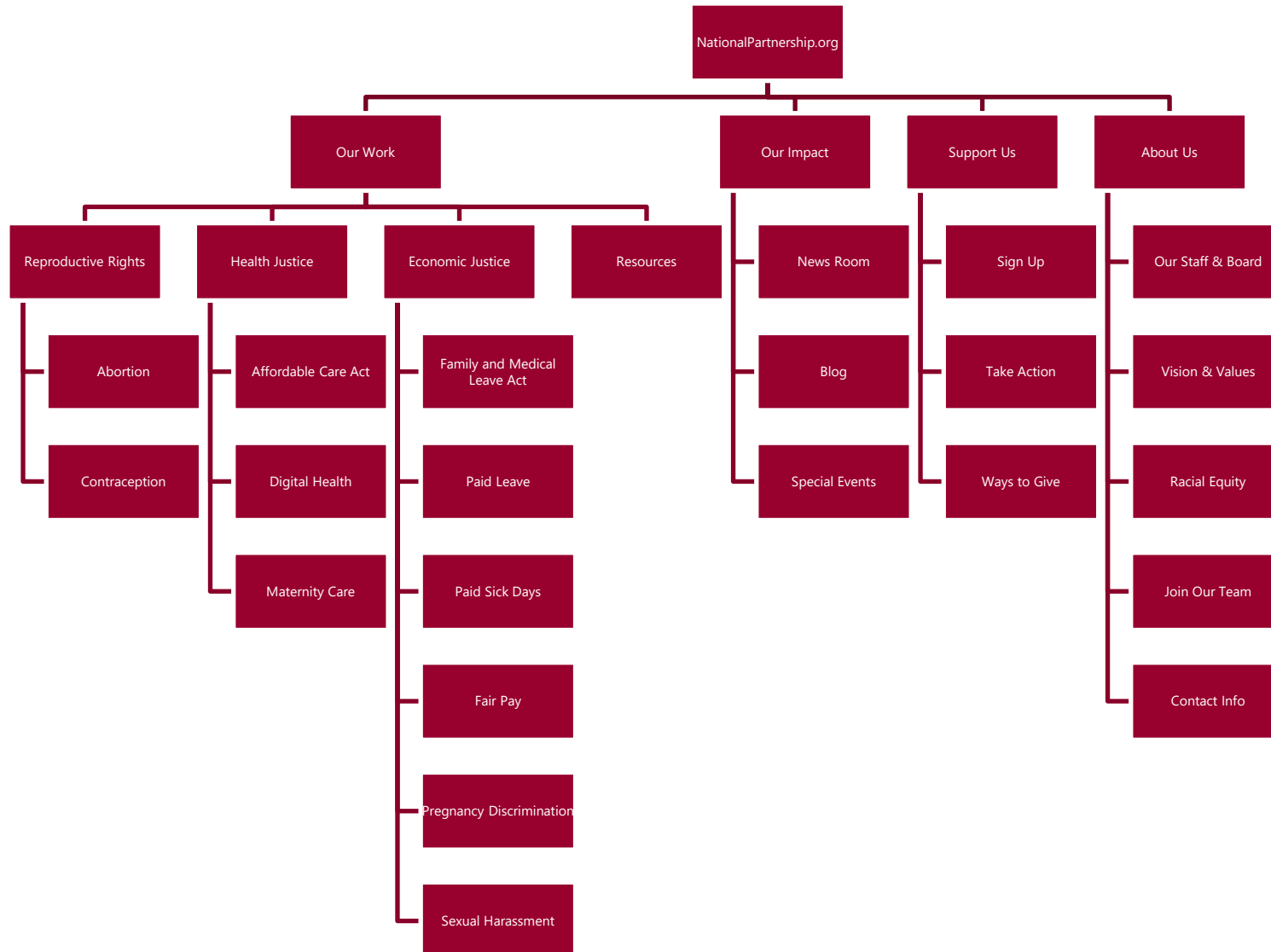
Proposals should not exceed three pages. The team at the National Partnership will review proposals and select a vendor for this project by Nov. 10, 2020.

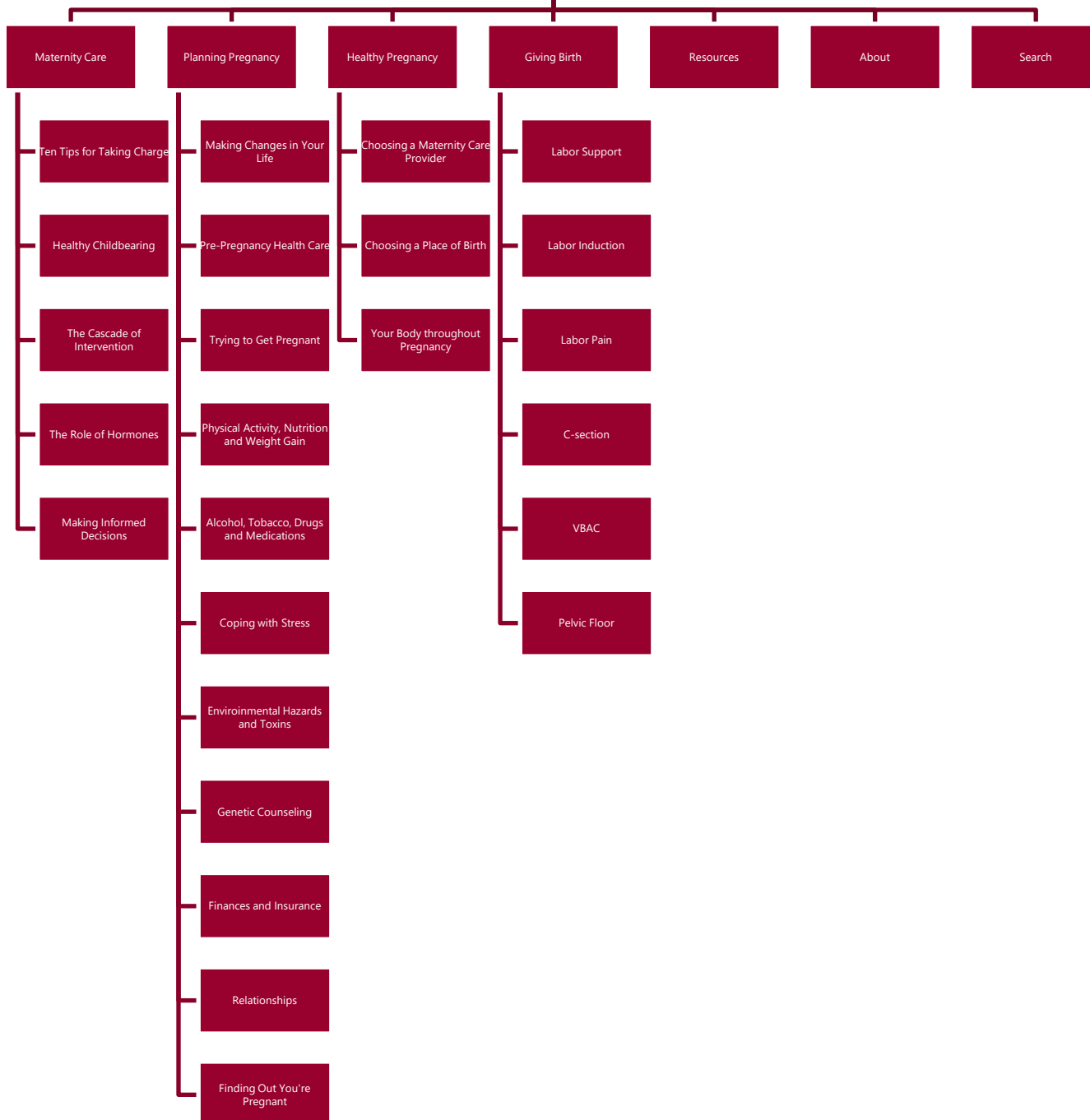
Send any questions and/or completed proposals to rfp@NationalPartnership.org.

The deadline to submit proposals is Oct. 21, 2020.



APPENDIX 1: Current Site Map Snapshots (not complete)





APPENDIX 2: Current Functionality, Content Types & Special Areas

Index of Content Types with Examples

- [Blog Post](#)
- [Home page hero](#)
- [Digital report](#)
- Job opportunity
- [Media mention/news coverage](#)
- Press [release](#) or [statement](#)
- [Profile](#)
- Home page promos
 - Top content
 - Urgent actions
 - About us
 - New & noteworthy
- Site-wide promos
 - Fundraising prefooter
 - Fundraising lightbox
- Web pages
 - [Landing pages](#)
 - [Issue pages](#)
 - [Interior pages](#)
 - [Search](#)
 - [Blog home](#)
 - [News room home](#)
 - [Resources](#)

Highlights of Current Functionality

- Automated list: based on content tagging and content type, integrated throughout the site for in varying configurations
- Sliders for promoted content
- Search, news room, blog and resources can be filtered by parameters like content tag, author, etc.

Special Area: Listening to Mothers California

NationalPartnership.org/LTMCA is essentially a site within a site that we'll need to recreate in the migration. It features a modified navigation and footer and a custom landing page.