REQUEST FOR PROPOSALS

Website Redesign & Development

Overview

This RFP is for design and development services for a new website for the DC Abortion Fund.

Timeline

RFP Sent: January 9, 2023
Responses Due: January 30, 2023
Send proposal and any questions on the RFP to: Alisha Dingus, Development Director, alisha@dcabortionfund.org; Jade Hurley, Communications Manager, jade@dcabortionfund.org
Finalists Selected & Contacted: February 6, 2023
Chosen Firm Selected & Contacted: February 13, 2023
Project Kick-off: February 20, 2023
New Website Launch Target Date: June 24, 2023

Company Overview

The DC Abortion Fund (DCAF) started in 1995 when a social worker began raising money for a rape survivor to get an abortion. After she raised the money she needed, she had some money left over, so she saved it for the next time a pregnant person would need support.

For 27 years, DCAF has made grants to people living in or traveling to Washington, D.C., Maryland, and Virginia who cannot afford the full cost of an abortion. In 2022, DCAF onboarded the first paid, full-time staff in the organization's history to manage the day-to-day operations and grow the organization.

Project Overview

DCAF has gone through a lot of change in the past year, including the transition from a volunteer-led organization to one with five full-time staff members. We are now ready to create a website that clearly communicates who we are to the public. This will also accompany the launch of a new logo and brand identity.

DCAF's current website is outdated in appearance, structure, functionality, and content presentation. The website has a homepage that feeds to a blog, as opposed to a homepage that quickly communicates who we are, who we serve, and why you should support the organization.

The website also lacks drop downs, making it hard to create more than one page for any topic (donating, volunteering, how to get help, etc). It very much functions like a blog and is very text heavy. Images are not utilized on the current website.

We are looking for a website that is dynamic, colorful, joyful, and easy to navigate—both for the user and for staff. We want those seeking our support to be able to easily figure out how to contact us; we want those who support our mission to quickly explore our various opportunities for involvement; we want reporters to be able to find statistics and stories about abortion access in the DMV; and we want donors and funders to reach out to us after exploring our website, ready to donate.

We also recently switched to EveryAction as our CRM; because of how the website is built, they are barely compatible. The donate page is functional but funky; we cannot get the sign up page to integrate; and we are unable to utilize a lot of the cool features EveryAction offers because the forms are not compatible.

Audience

Our audience includes abortion seekers across the country; community partners; sibling abortion funds; national reproductive justice organizations; donors and funders; progressive minded individuals; clinics; local politicians; members of the media who write about abortion access; volunteers; and those that live in D.C., Maryland, and Virginia and are interested in learning more about abortion access.

Current Website

https://dcabortionfund.org/

Launch: Prior to 2016 (cannot find exact date)
Platform: WordPress
Integrations: EveryAction and Salsa (will be phasing out Salsa very soon)
Host: WordPress Engine
Code repository: Unsure

Current Pain Points

The DCAF website needs a complete overhaul, but below are some major pain points we've chosen to highlight:

- Does not easily integrate with current CRM (EveryAction)
- Hardcoded and not easy to modify/update
- Does not have drop downs or multiple pages under headers
- Homepage is a blog, does not communicate the purpose of the site, mission, vision, values
- Difficult for those seeking our support to find out how to contact us
- Lacks resources for callers about clinics, other funding options, etc.
- Does not tell the story of DCAF
- No obvious CTAs
- Not easy to navigate

Project Scope and Functionality Requirements

- Complete rebuild of the current website
- Easy for DCAF team to update and modify themselves via Wordpress
- Easily integrates with EveryAction
- Homepage that clearly communicates brand, vision, and mission
- Visually appealing, easy to navigate, clear and concise

Budget

DCAF is an abortion fund and works to use every dollar available for our callers. We have a modest budget of $15,000 for this project but are open to proposals in the range of $15,000-$20,000.

Values alignment

It is important to us that we work with individuals, organizations, and businesses that proudly and publicly support abortion access. If this is not something you or members of your team are comfortable with, we ask that you not submit a proposal.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your past work
- Overview of how you will meet our objectives
- Scope of your work (research, design, development, post-launch errors correction etc.)
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

We look forward to your proposal!